

Sarah Coventry Appoints New Board Members

Appointments of Mansell Cooke and Ken Robar as members of the Board of Directors of Sarah Coventry, Inc., were announced this week by Rex Wood, president.

Cooke, a vice president, is currently in charge of all foreign operations for the parent company. Robar is a relatively new addition to the Newark firm with a wide background of accounting and finance.

C. W. Stuart, managing director of Sarah Coventry Ltd. (United Kingdom), also announced the appointment of Robar and Executive Vice President Al Winfrey to the U.K. Board. Winfrey is already a member of the Board in Canada and the United States.

His first official act as a new board member will be to hold a press party in London today. This will be the first major publicity event for the United Kingdom operation.

ICE CREAM SOCIAL

Sacred Heart Mission Society of St. Michael's Church will hold its annual ice cream social in the school auditorium.

Classified Want Ads Bring Results.



MANSELL COOKE



KEN ROBAR



AL WINFREY

The Loud Society

Like water pollution and air pollution, we don't want it but our technology keeps turning it out.

So declares the TV newscaster, the "it" in his sentence refers, of course, to "sound pollution" or excessive noise. And as though to underscore the point, his appearance on the screen is followed by the sudden surprise bellow of a pitchman plugging the station's "coming events," aided by screaming sound effects, crashing music, yelping voices, and psychedelic visual patterns.

Maybe it's an old story by now—the story of man's struggle for health and sanity—furthered by his passion for gadgetry. Raucous electronic sounds make exciting sales

itches, which generate higher turnover, which produce more prosperity, which requires still more violent sounds to produce still more prosperity.

Similarly, whether in manufacturing, construction or transportation, maximum achievement often seems to mean maximum noise. Or, as one psychologist ironically summed it up, "Happiness is self-inflicted migraine."

Meanwhile, ear specialists, psychologists and efficiency experts keep noticing the side effects. Steady supersound, they warn, can cause hearing damage, high blood pressure, indigestion, fatigue, and increased

Classified Want Ads Bring Results.

Special Gifts Division Holds Kickoff Meeting

The special gifts division of the \$1 million second century building fund of the Clifton Springs Hospital and Clinic held its kickoff meeting Wednesday evening in the hospital's dining room.

E. Kenneth Harter, general chairman of the campaign, presided with over 60 men and women in attendance.

Campaign results to date, solicitation plans and the urgent need for new facilities were discussed. Pledge cards for 700 prospects within the hospital's immediate service area were also distributed.

Committee chairmen include Mr. and Mrs. John L. Brown of Clifton Springs, John H. Davis of Manchester, Mr. and Mrs. John S. Richardson of Phelps, and Mrs. R. Leslie Hyrbert and George B. McGurk of Shortsville.

The drive thus far has realized just over \$700,000 toward its \$1 million goal. The special gifts division has accepted a quota of \$75,000.

ELKS CONVENTION

Mr. and Mrs. Howard H. Burgess of Port Gibson will leave July 14 for the Elks National Convention in New York City. Burgess is exalted ruler of the Newark Lodge. This is the centennial convention of the fraternal order.



ROTARIANS WIN — The Newark Rotary Club defeated the Newark Lions Club, 25 to 21, in donor-recruitment contest in recent blood program. Duane McCue, Glenn Stell and Roger DeMeyers (from left) of the Lions were surprised with "gift" from the winners (Bob Goodman and Tom Morrison of Lions) in bit of by-play. In lower photo "Red" Sawyer of the Lions presents "sandwich" to Goodman.

15 Motorists Fined In Justice Court

Fifteen motorists answered various traffic law charges in village court in the past week. All appeared before Village Justice Thomas W. Biddle.

James E. Collins, 37, of 428 East Ave., received an unconditional discharge for insufficient insurance in his car.

James D. Hirschbeck, 40, Walden Road, was fined \$20 for driving on a suspended license.

James L. Bullock, 21, of 27 South St., Lyons, paid a \$20 fine.

John Ruzalo, 67, of 127 Exchange Ave., was fined \$20 for driving on a suspended license.

Robert H. Poynting, 59, of 111 St. I., was fined \$10 on a charge of driving on a suspended license.

John J. Wandorf, 50, of 136 Exchange Ave., was fined \$10 on a charge of driving on a suspended license.

John J. Calk, 49, of 89 Smith St., was fined a \$25 fine for driving on an unlicensed operator's license.

John F. Sanford, 25, Route 24, was fined a \$20 fine.

James M. Garrett, 23, of 116 Exchange Ave., forfeited \$5 bail for driving on a suspended license.

John J. Rafferty, 18, of 105 Exchange Road, Largo, forfeited \$10 bail for driving on a suspended license.

John J. Mark, 17, of 22 Katharine Ave., was fined a \$20 fine.

John J. Keenan, 59, Phelps St., was fined \$10 on a charge of driving on a suspended license.

John J. Mander, 37, Chapel St., was fined \$10 for passing a red light.

John J. Malcolm, 20, Crescent St., was fined a \$25 fine.

John H. Bumpus, 56, of 507 Exchange Ave., was fined a \$10 fine for a traffic violation.

300 Volunteers Receive Honors At Banquet

The recognition banquet honoring the volunteers at the Newark State School was held recently with 300 in attendance.

Mrs. Arthur Herz of Rochester, co-chairman of Volunteers at the Monroe County A.R.C. member of the Board of Directors, chairman of the Day Training Program, and author of a novel published in Red Book about her retarded daughter, Eve, was the guest speaker.

Dr. Frank B. Henne, director, welcomed the guests. The Rev. E. Charles Bauer, Roman Catholic chaplain, gave the invocation and the Rev. Prescott L. Tauntrie, Protestant chaplain, the benediction. Mrs. John Gifford of Newark provided the organ music during the dinner.

Guests included Dr. James Murphy, assistant commissioner, Department of Mental Hygiene, Albany; Mr. and Mrs. Raymond Muth, Mrs. William Noonan and Mrs. Frank Henne, Newark; Mr. Karl D. Warner, Rochester; Mr. and Mrs. Edward Colme of Canandaigua; Mrs. Gertrude Brown, Supervisor of Volunteers at Willard State Hospital.

Also present were Dr. Edward D. Stevenson, assistant director; Mrs. Frances Green, chief supervising nurse; Mrs. Eleanor Hart, acting supervisor of social work; William Verbridge, head recreation supervisor; Chester Pelis, supervisor of occupational therapy; John Thomas, director of education; and Bruce May, senior personnel administrator.

Mrs. Pearl Heers, supervisor of volunteers, praised the volunteers for their variety of commendable services to the residents and awarded pins and bars to them. Mrs. Cora Diehl of Rochester was awarded a 2500-hour pin and Mrs. Ruth Craig of Rochester a 1500-hour pin. Volunteers receiving 1000-hour bars included Mrs. Dorothy Soya, Miss Doris Crellin, Newark; Mrs. Lillian Devereaux, Clifton Springs; Mrs. Nellie Cattanach, Macedon; Mrs. Marie Canne, Phelps, and Mrs. Arthur Nash of Palmyra. 500-hour pins were awarded to Warren Meaker, Palmyra; Fred Sanford, Mrs. Josephine Russell, and Mrs. Mary Morrison of Newark; Mrs. Harold Miller of Rochester; and Mrs. Mildred Campbell of Macedon.

Schools Reveal '69 Prices for Cafeteria Meals

Prices for cafeteria meals in the public schools for next year have been adopted by the Board of Education of Newark Central School District No. 1.

Elementary pupils will pay 25 cents, the juniors and senior high school students 35 cents and faculty members 50 cents.

The board also moved that the district provide bus transportation for the Girl Scout Day Camp Program this summer. The motion was subject to the availability of bus drivers for the July 22-Aug. 2 camp period.

The organizing group will pay a minimum of \$15 a day for each bus driver and \$5 per day for bus operation and the premium for any additional insurance.

Cancer Society Explains Special Gifts Program

The memorial gifts program of the Wayne County Unit, American Cancer Society, was explained here by Dr. Joseph J. Kaufman of Newark, unit president.

"Such a tribute to someone loved means others are helped," said Dr. Kaufman.

Many individuals, organizations, business and industrial firms, and other groups practice memorial giving regularly. These gifts support an increasingly larger proportion of the American Cancer Society's programs of research, education and service to cancer patients.

In the Society's memorial program, a dignified memorial card is sent to the family of the deceased, bearing the name of the person being memorialized and the name of the donor. The amount of the gift is not indicated on the card. The donor receives a receipt. Memorial gifts to the Society are deductible by individuals and firms for tax purposes.

Sharon Cheeseman Earns Dean's List Honors

Miss Sharon J. Cheeseman, Patterson Road, was named to the dean's second honors list at Juniata College for the spring semester.

Daughter of Mrs. Marion Cheeseman, she has been on the dean's list four terms. She is majoring in Spanish.

VOTERS ASSEMBLY

The Voters Assembly of the Redeemer Lutheran Church will hold a meeting Tuesday at 7:30 p.m. at the church.

Jumbo, cultivated New Jersey "Tru-Blu" BLUEBERRIES



Just right with your berries — fresh

3 PINTS \$1

HEAVY CREAM

Perfect with Pro-Ten beef — fresh, snow-white

29¢

half pint

MUSHROOMS



49¢

POUND

WIN UP TO \$1,000,000 "IT'S RACING TIME"

Sunday at 6 p.m. on Channel 13 — free tickets at Wegmans

Gallon jug of Staff BLEACH

29¢

Regularly 39¢

Gal. jug Staff fabric RINSE

69¢

Regularly 89¢

1 qt. Staff liquid DETERGENT

39¢

Regularly 69¢

Limit 4, please

STAFF TOMATO SOUP

4¢

can

Limit 1, please

STAFF SALAD DRESSING

9¢

quart

Limit 1, please

STAFF MAYONNAISE

19¢

quart

Limit 1, please

STAFF 5 POUND FLOUR

19¢

sack

Limit 1, please

STAFF 3-LB. SHORTENING

39¢

can

Wegmans fresh

HOME STYLE BREAD 2 lbs. **39¢**

Birds Eye frozen 8 OZ. ONION RINGS pkg. **39¢**

Stouffer 12 oz. frozen MACARONI & CHEESE pkg. **37¢**

Stouffer 11 oz. frozen POTATOES AU GRATIN pkg. **43¢**

Margarine, rég. quarters BLUE BONNET 2 lbs. **57¢**

Fleischmann's DIET MARGARINE lb. **43¢**

El Dorado, Laroda, or Nubiana FRESH CALIF. PLUMS lb. **29¢**

Beautiful California NECTARINES lb. **29¢**

Limit 1 sack, please

STAFF PURE CANE, 5 LB. GRANULATED SUGAR

29¢

sack

Crown frozen

POLAR BARS

79¢

box of 12

33 strained varieties

BEECH-NUT BABY FOODS jar **7¢**

Limit 4, please

CAMPBELL'S TOMATO SOUP can **8¢**

Limit 4, please

SCOT TISSUE, ALL COLORS roll **9¢**

Limit 1, please

QT. OF MIRACLE WHIP jar **29¢**

Limit 1, please

HELLMANN'S MAYONNAISE qt **39¢**

Limit 1, please

5 LB. GOLD MEDAL FLOUR bag **39¢**

Limit 1, please

CHASE & SANBORN COFFEE lb. **49¢**

Limit 1, please

3 POUND CRISCO can **59¢**

Ambulance Fund Tops \$11,048 in Arcadia

The Town of Arcadia Ambulance Fund has soared to \$11,048 according to Town Supervisor George E. Lookup.

Contributions in the past week received from the following: Dr. C. D. Reeves, Dr. Eppello, Thomas Joseph, the Rev. and Mrs. Joseph Landrie, Bucks' Apartment, Maurice Strobidge, and Mrs. Karl De May.

Police Investigate Entry At Stationary Store

Police investigated an entry into the Newark Stationary Store Monday.

Entry was gained in the second floor over the downtown store by breaking a window from the north window of the roof of the Woolworth store. A trace of blood was found on the window pane at the point of entry. Nothing was reported taken.