

# The Northwest Courier & Vicinity Post

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Formerly the  
Tenth Ward Courier

Vol. 66 No. XI

Serving the Charlotte, Dutchtown, Edgerton, Lyell-Otis, and Maplewood Neighborhoods

AUGUST 7, 1996

## Rite Aid Celebrates Grand Opening of State-of-the-Art Drugstore on Driving Park Avenue

County Legislator John J. Ferlicca and Dozens of Business and Community Leaders Attend Ribbon Cutting Ceremony  
New Location is Latest in Multi-Million Dollar Rite Aid Expansion in Rochester.

As part of an ongoing, multimillion dollar investment in Rochester, Rite Aid, the nation's neighborhood drugstore, has opened a new, state-of-the-art pharmacy at 353 Driving Park Avenue. At a ribbon cutting ceremony held July 12 at the new store, located at the corner of Driving Park and Dewey Avenues, Monroe County Legislator John J. Ferlicca joined

dozens of local business and community leaders in welcoming Rite Aid to the neighborhood.

Mr. Ferlicca (R-26th District) said, "What we are celebrating today is much more than the opening of a neighborhood drugstore. We are celebrating Rite Aid's commitment to the people of this community and demonstrating to the world what you and I -- and companies like Rite Aid -- have known all along: that the city of Rochester is not only a great place to live, but also a great place to do business."

(continued on page 6, column 3)



Rite Aid District Manager Jim Germano, Maplewood Business Association President Jim Crary, City Legislator John J. Ferlicca, Bob Stevenson, NIMROD head Virginia Sawdey, celebrate grand opening of Rite Aid.



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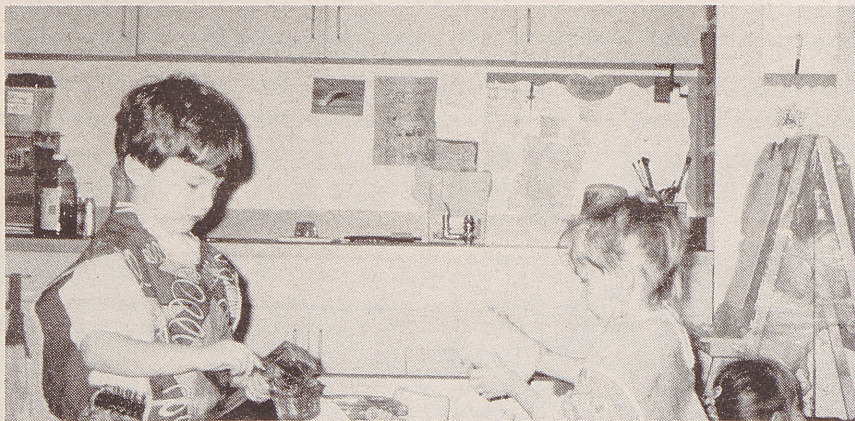
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# The Northwest Courier & Vicinity Post

The Northwest Courier is a  
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PO Box 60483 • Rochester, New York 14606  
(716) 621-1622 • Fax 288-8096

The Northwest Courier is published in Rochester, New York

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**LAYOUT/DESKTOP PUBLISHING**

PanoGraphics (288-8050)

**SUBSCRIPTION RATE**

\$9.50 per year.

For advertising rates and other information pertaining to this publication, please call 621-1622.

The contents of this newspaper are intended solely for the information of the community. The Northwest Courier and Vicinity Post is not to be held responsible for errors in editorial or advertising beyond the cost of the space occupied.

**PRODUCTION SCHEDULE DEADLINES**

The Northwest Courier and Vicinity Post is your "community" newspaper. The purpose of this paper is to bring your news to the community.

If you have news to share, please allow the Northwest Courier and Vicinity Post to be your vehicle by which your news is heard. We accept articles, pictures (preferably black and white), dates for the Community Calendar, etc.

Articles may be brought to 700 W. Ridge Rd. or mailed to PO Box 60483, Rochester, NY 14606.

If you have any questions or need assistance with articles, etc., please contact office at 621-1622.

DEADLINE	ISSUE DATE
(Friday)	(Wednesday)
August 16	August 28
September 6	September 18
September 27	October 9

**COMMUNITY CALENDAR**

If you would like events published in the Community Calendar section of the Northwest Courier and Vicinity Post, please send copy to The Northwest Courier & Vicinity Post, PO Box 60483, Rochester, NY 14606. Deadline for submissions is TEN DAYS PRIOR TO PUBLICATION.

## SUSAN JOHN — 1996 LEGISLATIVE SESSION IN REVIEW

"Drastic cuts to education, health care and programs for the elderly and disabled were defeated in a balanced budget that's 3.8% above last year's and includes an income tax reduction", said Assemblymember Susan John summarizing the legislative session that ended earlier this month.

"Unfortunately, the budget process proved that it is defunct and not enough progress was made on some crucial issues including welfare reform and the jobs, child care and transition programs reform will require," she continued.

**Education**

John emphasized education issues and is gratified that the extensive reductions in state aids for schools and debilitating changes in special education the Governor proposed were defeated. We had a better idea. Our idea was, and continues to be, that school districts need state aid to equalize educational opportunity and minimize school tax increases. Further, the value of universal public education requires that the Rochester School for the Deaf and other special education programs remain available and fully functioning."

**Health Care**

There were major revisions in health care policy. For the last fourteen years the state had set rate for hospitals. Beginning in January hospital rates will be set by market forces among hospitals, insurers and consumers. The state will still provide regulation that assures standards for facilities and HMOs. Susan advocated the Health Care Consumers Bill of Rights to make certain that families and physicians make health care decisions, not care managers at insurance companies. Despite the full support of the Assembly for these measures, the Governor and State Senate insisted on a compromise that retains some protections but does not include others. "I will continue to advocate for health care consumers. Science, not economics, ought to be the source of health care decisions" John commented.

Assemblymember John rejected a package of program eliminations and reductions that would have lowered service to the mentally ill and the developmentally disabled. "I heard from constituents who benefit from these programs and families that attest to the worthwhile differences they make. This convinced me that the Governor could not be permitted to slash day treatment programs and community-based efforts at the heart of these people's lives," she explained. Similarly, John successfully fought attempts to greatly reduce assistance for nursing

homes and cuts in assistance to senior citizens for prescription medicine.

**Legislative Highlights**

Susan's legislation which raises the penalty for first degree assault to a level just below the penalty for murder and kidnapping is scheduled to be signed into law. Her legislation which strengthens Orders of Protection issued to persons, usually women, who are stalked, menaced and harassed is also to become law. These orders are court mandates that a particular person not approach or communicate with the protected person. Penalties for violating these orders will increase.

**Safe Schools, Safe Children**

Susan's initiative for Safe Schools, Safe Children was approved by the Assembly. The plan would establish a Code of Conduct in each school and school district that would set definite rules for school safety, including the immediate removal of violent students. Developed as a result of her serving as Chair of the Assembly's Subcommittee on Public School Violence, the comprehensive plan is based on extensive research and recommendations from parents and educators. "Parental involvement is essential. Parents should have leave time from work to go to school, meet with teachers and provide a guiding presence to their children," John explains.

Observers note that her plans meet the challenges of violence and disruption while maintaining education at the center of the policy.

The Assembly also passed Susan's legislation that prohibits bail for convicted sex offenders, provides protection for clinics providing abortion services and upgrades a whole range of state services to assist the victims of crime. Helping crime victims has been a priority for Susan who maintains that the urgency to apprehend and prosecute perpetrators must not mean victims and families are left behind.

"We need to do more to restore faith that New York can govern itself without being lost in partisan politics or held back by systems, like the budget process, that prevent creativity and quick responses. We need to keep costs in line, supporting programs that work and improving or discontinuing those that don't. Also, we need to recognize that we will not sustain prosperity and quality of life without education that supports jobs, nurturing day care for our children and affordable health care. To remain competitive the public and private sectors must both cooperate — not only in their respective areas of concern but as partners."

### NEIGHBORHOOD MEETING SCHEDULE

## MAPLEWOOD NEIGHBORHOOD ASSOCIATION

Monthly meetings first Wednesday of every month at Aquinas Institute Auditorium, 7-9pm. All welcome.

**HOTLINE #'S**

ACT-1 Crime Prevention ..... 647-9853  
Drug Crime Hotline ..... 428-6000

**NIMROD**  
3rd Monday of the month, 7:00pm  
at Grace Methodist Church,  
121 Driving Pk

**LAKE SECTION INTERACTION**  
Meeting 3rd  
Wednesday, 7:00pm,  
210 Maplewood

**EDGERTON**  
**NEIGHBORHOOD ASSOCIATION**  
2nd Thursday of each month,  
7:00pm,  
Lake Avenue Baptist Church  
70 Ambrose Street

**LYELL OTIS**  
2nd Monday of the month,  
7:00pm,  
#30 school



## JOHN J. FERLICCA

On July 12, I was pleased to join several community and business leaders in a ribbon cutting ceremony welcoming the brand new Dewey and Driving Park Rite Aid to our neighborhood. As part of an ongoing multi-million dollar investment in the City of Rochester, Rite Aid has opened a new state-of-the-art pharmacy at 352 Driving Park Avenue, directly across from our Wegmans.

The opening of Rite Aid is much more than the opening of another neighborhood drug store. It is a commitment to the people of this community and a demonstration of something I have known all along — that the Maplewood-Edgerton neighborhood is not only a great place in which to live, but also a great place in which to do business.

District Manager, Jim Germano, said, "We are looking forward to providing residents of the Maplewood and Edgerton area with high-quality health and beauty aids and the kind of personalized service they deserve. With the support of community leaders like John Ferlicca, Rite Aid will most certainly be successful in this neighborhood."

Rite Aid purchased and is maintaining property which was an eyesore in the neighborhood for years. The corner of Driving Park and Dewey Avenues used to be a haven for drug dealers and prostitutes. Now that Rite Aid has cleared that blight from our neighborhood and offered a place of business in which families can shop, the area's economic state will improve. Each new store that Rite Aid opens creates 15 to 20 new jobs. Hiring for each store is conducted on site and residents of the immediate neighborhood are encouraged to apply.

Rite Aid has traditionally had a strong, positive economic impact in the communities where it does business. This means an initial investment of \$1.5 mil-

lion in each new store to meet strict quality control guidelines for design and construction. Each pharmacy also generates several hundred thousand dollars annually in corporate, payroll and personal income taxes, as well as local sales tax.

The revival of businesses in the Dewey Avenue commercial corridor is vital to improving not just economic conditions in our neighborhood, but social and quality of life conditions as well.

In a healthy business climate, jobs are created to provide a high quality of good and services accessible to us all. A state of the art neighborhood pharmacy like Rite Aid, located directly in the middle of our neighborhood, is especially important to seniors who can't (especially in hazardous winter conditions) drive to distant suburban stores. Finally, with the opening of Rite Aid, all three major national pharmacies (the other two being Fay's and CVS) have facilities in our neighborhood. That is a terrific expression of confidence from the business community in the future stability of our neighborhood. We, the residents of Maplewood and Edgerton, will surely benefit from the competition in prices and quality of goods, between the three.

Turning the reality of a run down, crime ridden street corner into a clean, well-lit, modern pharmacy and store, takes guts, hard work and vision. In addition to the good folks at Rite-Aid, special thanks go to Councilman Bob Stevenson, MNA economic Development Chair, Carl Holden; Maplewood Business Association President, Jim Cray; past President Mike Piehler and NIMROD President, Virginia Sawdey.

As always, if you have any questions about this or any other matter, please feel free to contact me at 428-5622 or at 458-9065.



Maplewood Business Association President Jim Cray (left) and City Legislator John Ferlicca (right)





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## NOTES FROM JIM & COMPANY HAIR DESIGN

### Picking the Right Salon

Picking a salon that is right for you may take more effort than just a walk thru the yellow pages.

Recommendation from friends is, of course, a primary means of selecting a salon. However, needs and standards vary from person to person.

Often you have to try a few salons before finding one that meets your qualifications. It is indeed a frustrating and time-consuming task, jumping from shop to shop.

Here are a few hints that can make that job a little easier.

Give some thought to location. Is the salon closer to your home or office? If not, is it easily accessible from an expressway? Is it handy to other places where you do business, making it possible to combine errands?

Be realistic about prices. Can you really afford to go to that salon on a regular basis? Don't be afraid to call a few salons and ask for prices of perms, colors, cuts, etc.

Ask them about senior discounts and more reasonable children's prices if these apply to you.

Try to find a salon with the right atmosphere for you. Do you want a "trendy" salon complete with rock music and stylists that look like they stepped out of a magazine cover, or do you require a more restful and "laid-back" environment?

You should also consider the more subtle qualities of a salon. Are the styl-

ists friendly and courteous? Is the salon neat and clean? Are there a lot of "insider" conversations or is everyone included in discussions?

Also check the type of styling done in the salon. If you prefer a roller set, don't go to a salon where the rollers are kept in a shoe box in the back room! If you want the latest style from New York, you should be sure your stylist is current on hair fashion.

Do you like using the same products at home that were used on you in the salon? If so, do they offer those items at a competitive retail price? Will the stylist take the time to show you how to care for your style so you can do it yourself at home?

Keeping accurate records of all hair services is also a plus. This eliminates guess work when it comes time to have that service repeated.

A good salon should make you feel welcome, comfortable and important.

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## BOB STEVENSON Neighborhood Empowerment Teams, NET

Each year the City receives several million dollars from the federal government. This is known as the Community Development Block Grant.

Uncle Sam like any rich uncle attaches strings to this money. Use it for owner occupant single houses, 350 each year. Use it for job training, the JTPA, the Job Training Partnership Act. Use up to 15% in the central business district. Use it for special materials grants. Use it for home security grants. Use it for commercial enhancement districts. Etc., etc., etc.

We are told what to use it for but not how. In the past target areas were designated. Later this money was available City wide based on need. There was not much neighborhood input.

Commissioner Tom Argust decided to involve the existing neighborhood association. The geographical area represented by the Charlotte Community Association became Sector One. Maplewood became Sector Two. Sector Three is Edgerton, Lyell-Otis, Browns Square, Charles House Area, People of Dutchtown, United Neighbors and Susan B. Anthony district. There are ten sectors in total.

Each Sector met many times with a facilitator from Commissioner Argust's office. Neighborhood needs and wants were prioritized.

Neighborhood safety, quality of life issues, code violations, deteriorated housing and schools were on every Sector list.

To address many of these issues, Commissioner Argust decided to emulate a Miami Florida solution; create Neighborhood Empowerment Teams, NET for short.

Part of the NET concept already exists in Lake Section in "CPOP", Crime and Problem Oriented Policing. This is a cooperative effort involving Crime Prevention Officers from the police, Neighborhood Conservation Officers from the Community Development Department, an inspector from the County Department of Social Services and others as needed to address police and quality of life issues.

Each of the ten NET offices will offer a similar but enhanced cooperative effort to solve neighborhood problems.

Each NET office is a TEAM of City employees based and working in your sector.

Each NET office will have their own Neighborhood Conservation Officers with much enhanced responsibility. Current NCO's are limited to inspections and issuing Notice and Orders. If the Notice and Order is not corrected, the NCO notifies another office for enforcement. If the violation is on City property then a third office is involved.

The new NET Neighborhood Conservation officer will have all three capabilities plus enforce the Certificate of Use for mini-marts and other businesses selling food.

Each NET office will have its own police officers, possibly a Lieutenant and two Crime Prevention Officers. Each Sector wanted a greater police presence in their neighborhood. This will allow easy access to neighborhood police.

Each NET office will have City employees to help citizens with various City programs, to accept payment of bills or fines, eg. water bills, parking tickets and to take applications for permits, rehabilitation loans and grants and summer youth employment.

Each NET office has the ability to become a hub of positive interaction between citizens and City government. NET is still a plan in draft. Hopefully it will grow and evolve.

NET is a big change in the philosophy of government. For some folks CHANGE is a dirty word. Some hold the idea that "if it ain't broke, don't fix it." Well the system is BROKE and needs fixing. Those who deny that have never spent a shift riding in a police car or followed a Neighborhood Conservation Officer from decrepit property to a worse property or fielded the ten to twenty calls each day that I receive.

It's time for a better "mouse trap". It's time for a new method of delivering government services. I'll see you in February at the Sector Three office, in March for Sector Two and May for Sector One.

As the banner across the T.V. screen proclaims, stay tuned for the latest update. Remember NET is till in DRAFT form.

## Stutson Street Bridge Project by Charlene M. Halbrook

By the year 2000, a higher and wider bridge will span the Genesee River between Irondequoit and Charlotte to replace the present 79 year old Stutson Street Bridge.

A public hearing and forum was held June 12 at Charlotte Middle School that offered residents a look at the project both by enhanced photos and maps of the area. A detailed handout explained the project's plans and costs. Concerns voiced at the forum from residents and public representatives present involved the size of the project, construction in the areas, loss of land and property, noise control, and the designs to widen the highway with extra lanes that would make the project comparable to an expressway. Attending the hearing and forum were County Legislator Fred Amato, Legislator Charles Eber from Irondequoit, and City Councilman Robert Stevenson.

The project would connect the bridge alignment with the Lake Ontario State Parkway. Properties lost to the State right-of-way acquisition would depend on the alternative plan chosen by the State Department of Transportation. Plan D-5 and D-6 chosen from 19 alternative plans differ in bridge size, direction of the bridge across the river, number of properties affected, and cost.

Plan D-5, at a cost of \$48,765,000, would acquire three houses on River Street, one on Lake Avenue, and five commercial properties on Thomas Avenue, lake Avenue, and Pattonwood Drive, including Fay's Drug Store, NOCO Gas Station, and Moose Lodge. Plan D-5 bridge would be 12.8m clearance, cross the bridge on an angle, and require a staged construction with temporary bridge spans due to the new bridge crossing the existing bridge in an easterly direction. Alternative Plan D-6, at a cost of \$49,424,000, would acquire four houses on River Street, one on Lake Avenue, three homes on Thomas Avenue, and commercial properties at #35 Stutson Street, the NOCO Gas Station, and Marina Dodge in Irondequoit. Clearance of that bridge would be 13.7m and cross the river at a perpendicular angle without affecting the present bridge traffic.

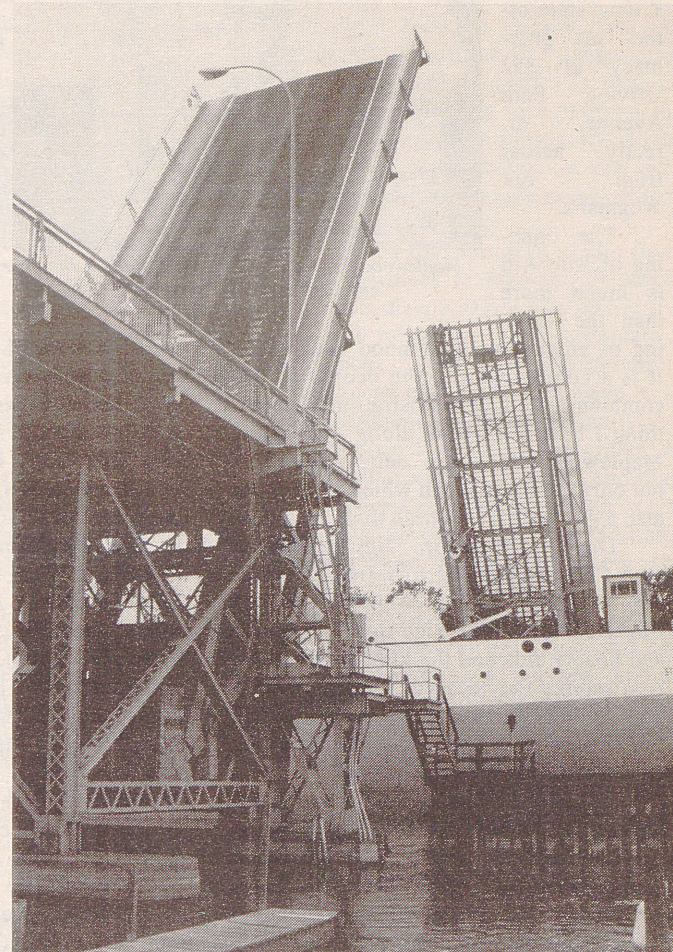
In both plans, the Charlotte Post Office, day care playground, and a parking lot used for church parking and post office patrons would be lost. To alleviate this problem, the State proposes to acquire the property of the NOCO Gas Station as a parking area, but the day care may lose its license without the playground which there will be no space to put back in. The Post Office branch will be relocated as a service only branch somewhere in the Charlotte area.

Legislator Fred Amato said that despite the reconstruction to the area, the project would be "a great improvement to the traffic flow" to the present arrangement. Up to an eight lane highway with several lanes for turning and going straight are proposed. Improvement to on and off ramps on the Lake Ontario State Parkway near Greenleaf and Latta Roads are also in the plans.

Councilman Bob Stevenson says that he "doesn't want an interstate going through the village (of Charlotte) because it will undermine the look and character" of the Harbortown's nature. The pro-

posed 18-22 foot noise barriers will also be a problem for the atmosphere of the area. The speed limit will go from 45mph east of Lake Avenue to 65mph west to the LOSP. Pedestrian walking in the area may be a safety concern too, Stevenson says.

The project began in 1987, with a study conducted on the bridge's costly



condition by Monroe County. Concerns were its high maintenance costs, low clearance, over the river, and the high traffic congestion at the bridge and nearby intersections. The study was submitted to the DOT for engineer planning in 1989. Alternative plans were since drawn up and two were chosen to consider.

The 1.2 mile long project begins in Greece, and extends eastward across the river to Irondequoit. Design plan approval is expected to be approved this winter. Contract bids and construction start in Fall 1998, with the construction to be completed by winter 2000. For information on the project, you can contact the Department of Transportation, 1530 Jefferson Road, Rochester, NY 14623, or call 272-3371.

## HELP FOR YOUR HOUSEPLANTS!

Is your garden gorgeous but your green thumb lethal when it comes to house plants? Or maybe you have trouble rooting cuttings, or worry about who's going to water the parlor palms when you're away for a few weeks. Consider the strange futuristic product known as Aqua-Soil, an OSHA approved, co-polymer (silica gel) resin.

Aqua-Soil, when dry, is hard, crystalline, and clear. When water is added and the mixture is allowed to sit, the granules swell up and absorb 900 times their weight in water and become a jelly-like quality. You can use it along with or instead of potting soil for your house plants. You will know precisely when your plants need water, because as the soil dries it gradually shrinks back to its original granule size. Planters should have no drainage holes, but don't worry, there is no danger of root rot when all of the existing soil is washed off the plants' roots, which should be a comfort to those who tend to over-water.

Used in a clear container, the Aqua-Soil allows the roots of the plant to be fully visible. Even though this soil contains fertilizer care must be taken to re-fertilize it regularly, because the plant spends those nutrients. Also, plants grown in this medium are particularly susceptible to chlorine poisoning, so tap water must be set out overnight

before use.

Rooting cuttings is especially easy, as you see the progress and don't have to worry about propping them up as you would in water.

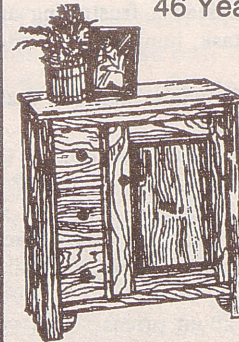
Aqua-Soil can also be used as a water-retaining additive to regular potting soil and to gardens. I have seen the effects on chrysanthemum cuttings grown commercially, which anyone in the business can tell you are a hard crop to keep watered. Because they are grown in the peak of summer, it is a constant struggle to keep the cuttings and young plants wet enough. We conducted an experiment with the potting mix, half of it having the crystals added and half left alone. The plants with the Aqua-Soil needed less frequent watering and were less stressed than their counterparts, and healthier as a result, thereby giving you and mother nature a helping hand.

Aqua-Soil can be stored in a zip-lock bag at room temperature or frozen as an ice pack to keep items in picnic baskets cold or to soothe sore muscles. This same bag can be heated in the micro wave and used as a heat pack, and when it returns to room temperature it can still be used as a soil medium.

For distribution information in this area call 1-716-647-1106 or 1-800-490-6982.

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AREA SCHOOL NEWS

AREA SCHOOL NEWS

TIME TRAVEL

This story was submitted by one of Bonnie Shirley's creative students.  
by Sithideth Phommaseng,  
School #17

One day I was in my basement working on a time machine that looked like a remote control. It was silver with a lot of buttons on it. It also had a place where I can change the year, the day, and the time. It had a cover so when it rains it won't get damaged. The I turned it on and I changed the date to March 18, 2010. I changed it to March 18, 2010 because I want to know what my family will be doing on my birthday. I jumped in the portal and found myself in a basement full of gadgets. I went upstairs and looked at the neat things they have in the future. I saw the door knob twisted and there was me on the other side of the door. I looked different and much older. I looked like I was twenty-five. He walked around me and said, "Why are you here?"

"I am here because I want to know what they are doing on my birthday." Then he told me what all those gadgets in the basement were. After that, I went to the kitchen and got an apple. I closed the refrigerator and turned around. After that, I fell into a portal.

There were a lot of rocks and they had a water fall. A woman came near me and she told me I was the chosen one. She told me to come with her. She took me to a place up in the mountain and showed me my quest to find the animal within me. Then she said, "Close your eyes and look deep inside yourself and you will find your animal." When I opened my eyes I was wearing a white ninja suit with a little gold circle on my chest. It had a tiger on it. She told me I had to go to a temple on the other side of the jungle so I can control my powers of the tiger. Then she turned into an owl and flew away. I went to look for the temple and after two hours I found it. I went to look at the temple a little closer and then I saw the statue move so I took the sword from the stone and cut it in half. The door opened and a big stone came toward me. It had the same symbol as my gold circle. Then a little gold tiger flew out of the rock and circled around me several times. After awhile it went into my gold circle with the tiger on it. After that, I took out my remote control and went back home. When I got home the world was under attack by aliens from outer space. Then I fought the aliens and they went back to their planet. Everyone thanked me and I was on the news.

At the end of this adventure, I took off my mask and went home to see my family. There were wondering where I was for the past four days. I told them

where I was but they didn't believe me.

SUMMER READERS CLUB REMINDER ATTENTION #34 SCHOOL STUDENTS!

Is your 34 school student making reading part of their Summer fun? If not, it's not too late! It's important to keep students of all ages reading during their vacation from school to keep their reading skills up to their grade level. You can help your student by encouraging them to read, taking them to your local library and actually sitting down and sharing a book with them!

The SUMMER READERS CLUB is just one of many programs brought to Rochester City School #34 by the School 34/Grace Partnership (in association with Grace Urban Ministries at 121 Driving Park Avenue). The Partnership is at 34 School to enhance the already great work being done by their faculty and staff!

Your students received BOOK LOGS on the last day of school that hopefully are taped to your refrigerator and ready for you to add all the titles of the books being read this Summer. Parent or Guardian: please sign after the book title to verify that it was read.

ALL SUMMER READERS CLUB participants will receive a prize if they hand in their BOOK LOGS when they return to school this Fall. Top three winners will receive several prizes!

Start your children reading if they haven't already! Reading is fun, informative, imaginative and a necessary part of growing up! It's not too late to join the SUMMER READER'S CLUB!

Florence Brown Preschool Accepting Children for September

Rochester's Florence S. Brown Pre-kindergarten Center, 500 Webster Avenue, is still accepting four-year-olds for the 1996-97 school year.

Parents interested in registering their children can do so at the Center, located in Audobon School No. 33, beginning Monday, August 12. Parents must bring their child's immunization record, proof of lead-poisoning screening, and birth certificate. Registration is open to children who will be four years old by December 1. The Center is open weekdays from 9:00am to 3:00pm.

For more information, call 288-2410. They were still glad I was home safely. I really enjoyed this adventure so I might just go back to the future I thought.

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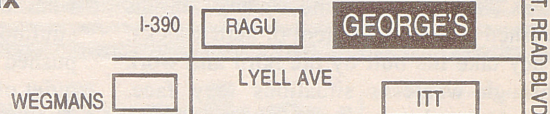
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Migraine Headache Prevention/Treatment

Migraine headache is classified as a vascular (blood vessel) headache. The pain associated with migraines often is described as steady and throbbing. Headache pain usually occurs on one side of the head and often begins on awakening.

Treatment: One of the more effective approaches to treating migraines is with medicines that constrict certain blood vessels in the head. Ergot alkaloid medicines constrict vessels and often help relieve headache pain. Ergot medicines include ergotamine (Cafegot), methysergide (Sansert), and dihydroergotamine (D.H.E.). A newer medicine with similar action is sumatriptan (Imitrex). This medicine, which was originally available only by injection, is now available in an oral tablet. Analgesics used to treat migraines include the nonsteroidal antiinflammatory drugs and narcotics.

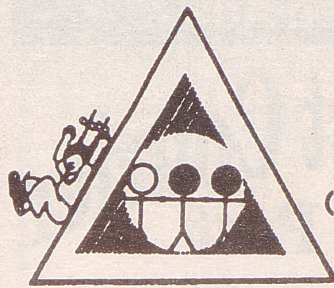
Prevention: Medicines used to prevent migraine attacks include beta blockers such as nadalol (Corgard), tricyclic antidepressants, and calcium channel blockers. Another preventative measure is avoiding factors that trigger migraines, such as excess stress, bright lights, and certain foods (e.g., red wine, caffeine, some cheeses, and certain cured meats).

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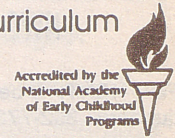
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## UNSUNG HEROES IN MY NEIGHBORHOOD

by M.J. Hoover

Walking through my neighborhood, I find many people who offer me valuable lessons they have learned from life. They are not political leaders or sports figures, but the unsung heroes who will probably never make the news papers. They are around us all the time, even if we don't acknowledge them. We learn from their examples of compassion, unconditional love, acceptance, and many things learned only in the school of hard knocks. They take the bull by the horn and work through whatever situations they face. Stamina and tenacity are more deeply sown than in any athlete.

The rewards are not gold, silver, or bronze but an inner peace and happiness of having lived a life worth living. Their form may not be a perfect ten but their character surpasses that. Each person has broken through the barriers that part the human race. By reaching for and exercising the heart, more can be done for any one person than much therapy. I pray I learn from those who have went ahead of me.

A manager in a local grocery store has two children, one is handicapped. Whenever I see her she is always delightful and quick to kid around. The few times she has mentioned her family, I am left with the impression of her love for them. Listening to her talk about her son, I'm moved because of the simple enjoyment she gets from his presence in her life. This unconditional acceptance is evident when she deals with others, because she is approachable and easy to talk to.

Another lady, one I only had the chance to view from afar, seems to have much compassion because she has opened her home and heart to several handicapped children all needing specific medical attention. Race and religion are not a question with her only the needs of the child. I am sure she spends many hours caring for those she has chosen to include in her household.

Another home is the gathering place for children and teens. As a parent, it is welcoming to know some homes are available for children to hand out in under the watchful eye of an adult.

I watch grandparents walking grandchildren. Mothers take turns watching any number of children so one mother has a chance to do things inside of the house. Older children taking a few minutes to play baseball with the younger ones.

These are moments of Americana that live beyond the pages of a book. Children remember the fun moments of childhood long after they have forgotten what they learned in school. Once in adulthood, these memories are often pushed aside. Only when we stop, in the quiet of the day, will we remember them. The more I reach back into my bag of remembrances, do I find I have things that have been hidden for years. Some gem of experience comes to light when one of my children asks me a question, and I remember it vividly, as if it just happened.

As a tribute to the unsung heroes who are my neighbors, I would like to thank you for the joy you have given me. Many times I find your wisdom for things I am facing today. Your experiences help me to learn and grow. Man learns something every day of his life. After forgetting what I have learned in school, I find myself leaning to the experiences and wisdom of others who have walked a path different from mine.

We are neighbors for now. Long after we have parted ways, I will remember many of the things you have taught me. Sometimes a name will escape me, but I will always remember the essence of that person who made an impression on me. I gather up your legacy and hold on to it for those days when it is hard to keep my head above water. In those trying days, I find I am comforted by many memories that have been enriched by time. Memories that would have not been there if, you, my neighbors, had not been there for me in my life. Woe to the man who lives life alone. Blessed is the man who takes something from others and grows. It is not how many friends you have in your life that counts, it is the depth of those friendships that matter.

I pray to my God that I can return to you what you have given me. Without my family, friends and my neighbors, I would be lonely.

## Rite Aid Celebrates Grand Opening of State-of-the-Art Drugstore on Driving Park Ave

(continued from page 1)

Rite Aid District Manager Mitch Kromsky said, "With the support of community leaders like John Ferlicca, Rite Aid will most certainly be successful in this neighborhood. We are looking forward to providing residents of the Driving Park area with high-quality health and beauty aids and the kind of personalized service they deserve."

Rite Aid, which operates more than 2,700 drugstores in 21 Eastern states and Washington, D.C. has undertaken an ambitious three-year expansion to develop more than 1,000 modern drugstores in all its markets. This expansion includes relocating many of Rite Aid's existing stores to larger, enhanced facilities and expanding the size of Rite Aid shopping center stores. Rite Aid has opened large stores in Rochester in the last two years, with several more in the planning stage. Each new store creates 15-20 new jobs and represents an initial investment of more than \$1 million.

Rite Aid's new store on Driving Park features wide aisles for improved traffic flow, bright lighting and easy access to checkout stations. This store also includes a private pharmacy waiting area, a full line of brand-name cosmetics and fragrances, a wide selection of convenience foods, a one-hour photo processing center and a Rite Aid Express station which offers fax, photocopy, package and postal services. It also will be easily accessible to the handicapped.

Rite Aid has a strong positive eco-

nomic impact in the communities where it does business. This means an initial investment of approximately \$1.5 million in each new store to meet Rite Aid's strict quality control guidelines for design and construction. This money is typically spent on local architects and contractors during a 16-week construction process. Rite Aid drugstores also generate several hundred thousand dollars in local corporate, sales, payroll, and personal income taxes annually. Additionally, hiring for each store is conducted on site and residents of the immediate neighborhood are encouraged to apply.

Since the founding of the first Rite Aid pharmacy in Scranton, Pennsylvania in 1962, Rite Aid has established a widespread reputation as a corporate good neighbor. Rite Aid pharmacists, store managers and associates have a strong commitment to the community. They participate in outreach programs, health fairs, educational programs and diagnostic screenings, and counsel senior citizens on their special needs. In addition, Rite Aid makes donations to help support highly valued social and philanthropic efforts in the community. Rite Aid is a national sponsor of the Children's Miracle Network and has created an annual Mother's Day Mammogram Program which provides free mammograms for women across the country.

This story was compiled through a press release created by Rite Aid public relations.

## Community Calendar

### THIRD ANNUAL HOT DOG ROAST

On Tuesday, August 27th, beginning at 6 p.m. Holy Rosary Church, 414 Lexington Avenue will host the 3rd Annual Hot Dog Roast for all the residents of the Lexington, Driving Park, Glenwood, Dewey and Lake Avenues neighborhood area. They hold this event each year to encourage the residents to come out, meet their neighbors and get to know one another.

It is one more way they are trying to take back the neighborhood from the scourge of drugs and crime. This event is FREE for all who attend. All food and beverages will be provided — please bring something to sit on.

There will be entertainment and fun for all. There will also be Blood Pressure Screening available. Mark your calendars now.

### CHICKEN BARBEQUE AT GRACE UNITED METHODIST CHURCH — SATURDAY, AUGUST 17TH

An open invitation goes to all who enjoy a delicious summer time treat. A grill will be set up in the parking lot at 121 Driving Park Avenue on Saturday, August 17th from 11 a.m. to 6 p.m., with seating available outside, as well as in the Fellowship Hall. The menu will consist of salad, potato and your choice of half a barbequed chicken for \$4.50 or a quarter chicken for \$3. Any questions — please call the church at : 458-5927. So leave the cooking to the folks from Grace Church and come, ENJOY!

THE DANFORTH DANCE SERIES is held Fridays, 1:45 - 3:45 p.m. at the Danforth Community Center, 200 West Avenue. Admission is \$2 per person or \$1 with a Good Times Pass. For more information: 428-6746. Upcoming schedule: Johnny Matt on August 9, Richard Stacy on August 16, Mary Shabra on August 23 and Gene Harold on August 30.

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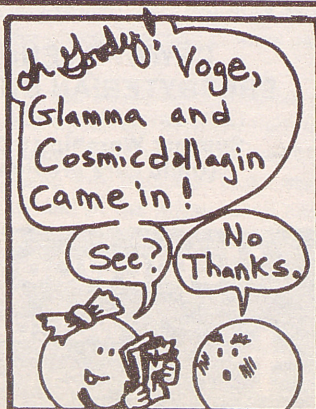
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by Donald White





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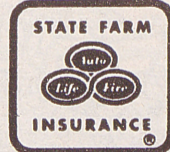
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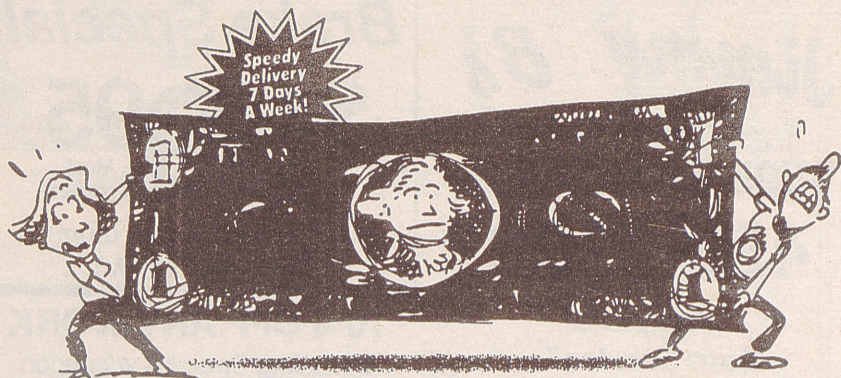
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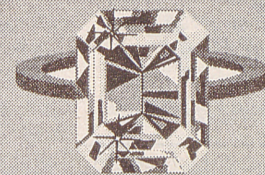
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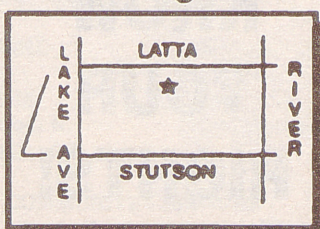
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## CHARLOTTE OVER THE YEARS

Information furnished by the Charlotte-Genesee Lighthouse Historical Society

- In the 1870's, the Charlotte lakefront was developing into a summer resort. Spencer house was built in 1873 and the Cottage Hotel in 1874. In a short time, the lower end of Broadway (now Lake Avenue) was lined with hotels and restaurants.
- In 1874, Dr. Ambrose Jones built the three story block on Broadway, and the tide of commerce began moving up from "under the hill" to the present Lake Avenue.
- In 1875, the swing bridge was completed. It was the world's largest swing bridge at the time.
- In 1876, the ferry Yosemite, connecting Charlotte and Summerville began. It was replaced in 1894 by the Windsor.
- In 1876, the US lifesaving service began operating on the river bank at the foot of the lighthouse property.

(Continued next issue.)

HELP RESTORE THE LIGHTHOUSE, send \$10 to: Adopt A Stone - Charlotte Lighthouse, 70 River Street, Rochester, N.Y. 14612.

For more Charlotte History, visit the Lighthouse and see the Bicentennial video at the Charlotte Library

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