

# The SPOTLIGHT

VOLUME 1, NUMBER 37

DELMAR, NEW YORK

AUGUST 9, 1956

## Know Your Merchant

**NELSON ISDELL:  
SUBURBAN APPLIANCE**

A real Native Son of Delmar, Nelson was graduated from Bethlehem Central High School in 1939. From there he went to Duke University and was graduated in 1943. Thirteen years out of college, he still likes to get back at least once each fall for a football game.

Uncle Sam called him in 1943 and kept him busy in the Pacific until 1946.

His first taste of retail store merchandising was with McManus and Riley. That job he quit when he and the former Carol Little decided to listen to wedding bells. So, while neither had a job, they had a 5-week wedding trip.

In 1947 Nelson started Suburban Appliance in the 2-car garage in the rear of Delmar Confectionery. At the opening there were exactly 5 major appliances on display. The business grew and that same year it was moved into the Empire Building where it remained until the Delaware Plaza opened last fall.

Nelson has seen those original five appliances grow into a complete stock of



Nelson Isdell and Mrs. Robert Greene just about any size and model you can name. In addition to the store there is a warehouse that holds more than a carload.

Nelson and Carol, plus Cathy, 7½, and John, 2½, live on Winne Road.

If your CLASSIFIED ad is missing in this issue, it was left out because of lack of space. Watch for it next week!

**THE  
GOLD  
PUMP  
is Here!**

**TRI-VILLAGE  
ESSO SERVICENTER**

Pick up and Delivery on all Services  
309 Delaware Avenue 9-996

*Our Standards  
are  
Imcomparably Higher  
than Our Prices*

Standards painstakingly maintained by the ONLY qualified, professional Dry Cleaner in the Tri-Village Area.



Our Process bears the\*



WHERE CUSTOMERS SEND THEIR FRIENDS

FOR THE BEST

FINE BODY AND FENDER WORK

FRONT END ALIGNING

WHEEL BALANCING

24-HOUR TOWING

ESTIMATES GIVEN

WE BUY WRECKS

PHONES 9-986 - 9

NIGHTS 9-2780

# SPOTLIGHT

is published weekly on Thursday at Delmar, New York, by Spotlight, Inc.

Phone 9-3410 between 9 a.m. and 5 p.m. (If no answer and after 5 p.m., call 9-798 or PO 8-2143.)

## ADVERTISING PROCEDURE MERCHANDISE FOR SALE

Every week the SPOTLIGHT publishes Merchandise For Sale ads FREE of any charge unless the advertiser gets results. These are called PERCENTAGE ADS and here's how it works: Call us and tell us what you want to sell or advertise. Our ad writers will make up your ad. You don't pay anything then and you don't get a bill. And, in all fairness to us, you won't advertise this same article or articles anywhere else. The ad costs you nothing unless you get results. All established businesses excluded.

The minute you have had results from your ad, call us promptly, then send a check immediately so we won't have any unnecessary bookkeeping and billing.

The amount of your check is based on the following schedule: Up to \$101 on each article or transaction, you send us 10% of the advertised price; from \$102 to \$501, you send us 5% of the advertised price; over \$502, you send us 2% of the advertised price.

### CLOSING

PERCENTAGE ADS must be in on Wednesday preceding the week of publication. CLASSIFIED ADS

50¢ per line with a \$1.00 minimum. DISPLAY ADS

\$2.00 per column inch per insertion; \$3.00 per column inch Front or Back Covers.

CLOSING DATE FOR CLASSIFIED AND DISPLAY ADS

Friday before the following Thursday publication.

(All rates subject to revision)

## LOCAL BASEBALL NEWS

Last week saw the final games in the Little League with the exception of one to play after we went to press. But there was no doubt as to the League winner: the Crannell team had first place captured.

The Spotlight congratulates the Crannell team and Bobby Rubin who pitched a 12-0 victory over Studler's. Bobby also hit 2 four baggers in the same game.

In the Babe Ruth League, Redmond Bramley gained first place only to drop it again Friday night when they lost 3 to 1 to Handy Dandy. Davie Cairns of Handy Dandy and Bill Evans of the R-B's both had perfect nights at the plate with a double and

## How to accumulate money...on the installment plan

With an installment participation certificate, you can systematically accumulate definite sums of money over 10, 15, or 20 year periods. You can obtain a free presentation booklet describing how these certificates make lump sum or installment payments available to you at maturity. Single



payment certificates are also available; ask about certificate payment completion insurance. Distributed by

**THOMAS C. WINN**

ZONE MANAGER

595 Central Avenue, Albany Phone 8-4969

*Investors*

SYNDICATE TITLE & GUARANTY CO.

FOR SPOTLIGHT ADVERTISING information, rates, etc., both display and classified, just dial -

PO 8-2143



**THE HITCHING POST**  
For The Treasured Gift  
Country Crafts and Imports

Gladys Smith

TEL. EAST BERNE 24J2

BERNE, NEW YORK

Open 'til 9 Every Evening

HAVE YOU VISITED OUR BARGAIN R

9-968 DELMAR LU

*Portraits* theatrical fashion

by appointment only call

**Schellhaas**  
*Camera Store*

Delaware Plaza

Phone 9-1472

**Evening Banking Hours**

FRIDAYS - 6-8 P.M.

BETHLEHEM BRANCH

**NATIONAL COMMERCIAL BANK**

single each. Outstanding for Handy Dandy were Tom and Charlie Rudolph.

**NO MATTER WHAT YOU HAVE TO SELL**  
The Spotlight sells it quicker!



**the shelley players**

present

"THE MOON IS BLUE"

Now playing thru Sunday, August 12  
NEXT WEEK, AUGUST 15 thru 19

"DIAL M FOR MURDER"

ROUTE 85 - New Scotland, N.Y.

Telephone RO 5-2025

Reserved Seats \$1.50 Plus Tax

Season Tickets Still Available

Tickets: O. S. Pulman, Dela. Plaza

## DELMAR THEATER

FRIDAY & SATURDAY AUGUST 10-11

"AT GUNPOINT"

Fred MacMurray

PLUS

"TARGET ZERO"

Richard Conte

SUN. MON. & TUES. AUGUST 12-13-14

"BHOWANI JUNCTION"

Ava Gardner

Stewart Granger

NEWS

CARTOON

Children 25¢

Adults 50¢

### PLEASE NOTE!

The DELMAR THEATRE will be CLOSED on Wednesdays and Thursdays during JULY & AUGUST.

**DELMAR**  
**LIQUOR STORE**

Four Corners

Delmar

Pete & Kaye Jones

CALL 9-1725

We Deliver

*Jersey Farm's*  
**Dairy**

Distributors for

ing Waters Farm

guarantee prompt and friendly service

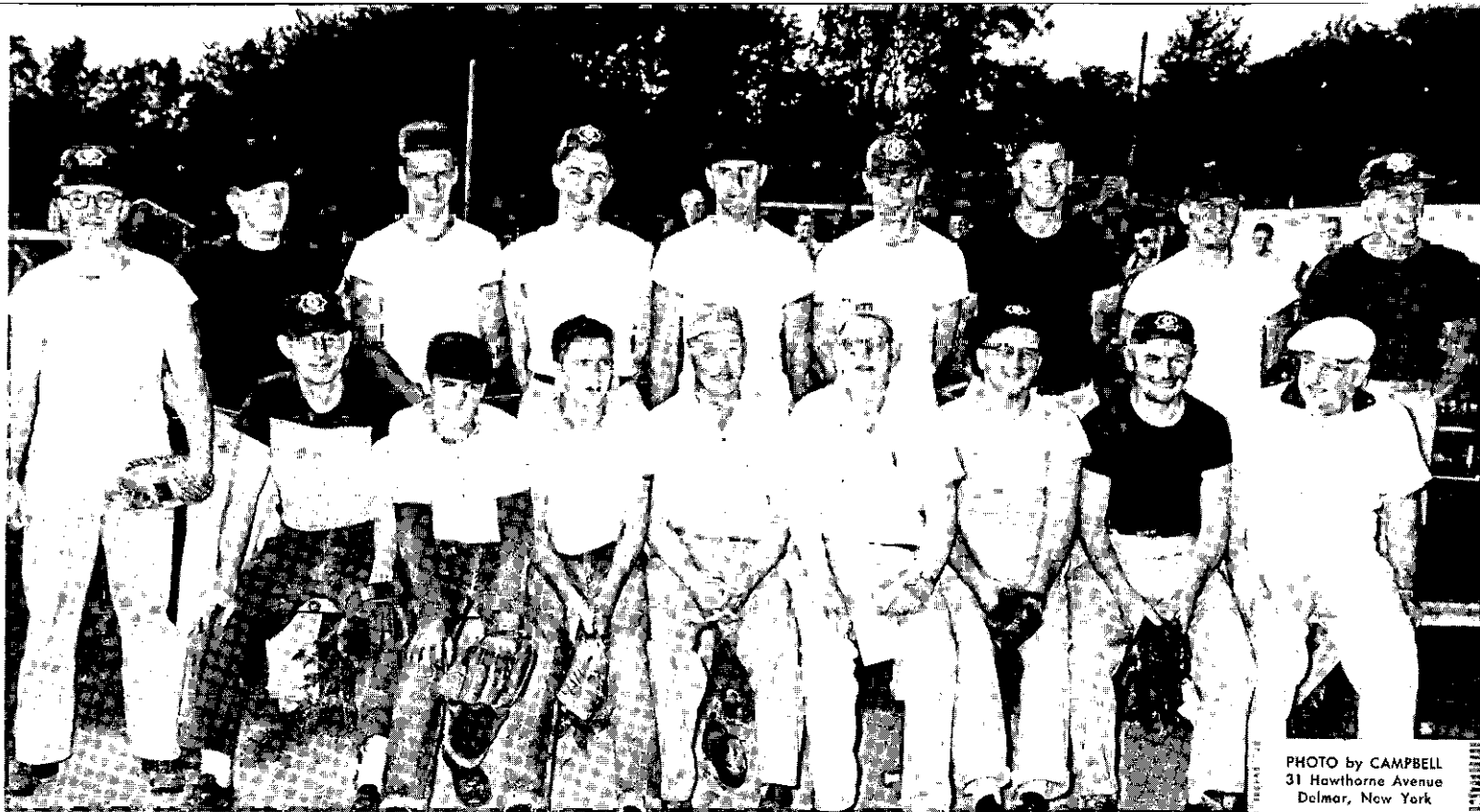


PHOTO by CAMPBELL  
31 Hawthorne Avenue  
Delmar, New York

**THE WINNERS:** Behind the superb pitching of Franchini Manager Cliff Van Dyke who struck out 12 men, the Babe Ruth Managers and Coaches defeated the Little League handlers by the score of 8 to 2. Herm Feldhusen hit a home run for the Babe Ruthers. Front row, left to right: Gus Darius, Dale Van Pelt, Dick Drew, Dick Dalton, Harold White, manager; Barna Male, Marve Hinkelman and Al Steere, president. Back row: Bob McNary, Bob Conk-

lin, Herm Feldhusen, Paul Coty, Winslow Crannell, Doug Layman, Cliff Van Dyke, Bob Green and George Wieber. **GRATEFULLY ACKNOWLEDGED:** The publication of these pictures of the Managers and Coaches of the two leagues who have given so unselfishly of their time, is made possible by those fine people who have favored us with their patronage, a patronage for which we are deeply grateful. Jim McGrath, **HANDY DANDY CLEANERS.**

# Thank You!

Thanks to all those Merchants who gave us such a wonderful send-off during our opening.

CENTER HARDWARE, Inc.  
DARI-DELITE ICE CREAM  
DELMAR CLEANERS  
EDYTHE MARGUERITE SHOP  
ELSMERIAN RESTAURANT  
GRAND UNION  
LITTLE FOLKS SHOP  
LYNCH'S TOYS  
MURRAY-SIMON, Inc.  
O. S. PULMAN CO.  
PLAZA BARBER  
PLAZA PHARMACY  
SCHELLHAAS CAMERA STORE  
STEEFEL'S  
SUBURBAN APPLIANCE  
TOWN & TWEED

. . . Yes, thanks to all of you who visited us during our Opening Celebration. The winner of the \$50.00 Gift Certificate was Ann Mathews of 228 Kenwood Avenue, Delmar, whose sales slip came from Schellhaas Camera Store. Congratulations and 'happy shopping' here at Baby Towne!

We have a FREE service we'd like you to use. When you come shopping at the Plaza, we will loan you FREE a stroller in which Baby will be comfortable and happy . . . even if you have hours of shopping to do!

YOU'LL FIND EVERYTHING FOR BABY AT

# BABY TOWNNE

Phone 9-4445

Charles M. Grover, Prop.

15 Delaware Plaza



PHOTO by CAMPBELL  
31 Hawthorne Avenue  
Delmar, New York

**THE LOSERS:** These Managers and Coaches of the Little League teams had broad smiles for the camera even though they had just suffered an 8 to 2 defeat at the hands of the Babe Ruth League Managers and Coaches. Two home runs were hit for the Little Leaguers by Tom Ottman and Ed Dennin. From left to right, front

row: Bob Rice, Tony Aiezza, Bud Camero, Vince Pohlman, Pete Dilillo, Art Fleahman, Jim Hamlin, Norm Teahan, and Bud Barrends; Back row: Harold Ferguson, Norm Andrews, Ed Dennin, Tom Ottman, Bob Tierney, Red Getz, Jim Campagna, and Ade Arnold. Photo printed through courtesy of Handy Dandy Cleaners.

— NEW MANAGEMENT —

NOW THE

## SUNOCO SERVICE STATION

DELAWARE & BEDELL AVENUES

is operated by

### Hal Morgan, Jr.

Your Experienced Service Station Expert

**Now - is NOT too soon . . .**

to start filling your

## DEEP FREEZE LOCKERS

EXPERT HELP AND ACCESSORIES ARE AVAILABLE

Individual Storage Lockers, 6 cu. ft., as low as \$1.50 per month

300 SALISBURY STREET, DELMAR      PHONE 9-3037

**SHOP OUR BARGAIN ROOM  
FOR VALUES**

**9-968 DELMAR LUMBER 9-968**

**CATHERINE D. THACHER**  
d/b/a Latham Insurance Agency  
for your  
**GENERAL INSURANCE NEEDS**  
Call 1 Oakwood Pl., Delmar 9-2123

## PERSONALIZED REPRINTS of BIG EVENTS

A sentimental reminder of a  
graduation or wedding  
invitation mounted on  
antiqued white metal.

Birth announcements on pink or  
blue.

— A SPECIAL GIFT! —

  
*Dorothy Rextrew*  
*A Shop of Unusual Gifts*  
Toll Gate Center 9-3931 Slingerlands

9-2667    A. G. Sickinger    9-2998

## Tri-Village Trucking

CHAIN SAW WORK  
Field Stone  
Fireplace Logs      Flag Stone

## Church News

**UNIONVILLE REFORMED CHURCH**, Delaware Turnpike, Unionville, Rev. Louis H. Chisman.

**DURING THE MONTH** of August, the Rev. Louis H. Chisman, minister of Unionville Reformed Church, will be on vacation. Due to necessary repairs to be made to the church at this time, the Sunday School will not meet this year during the month of August.

**NORMANSVILLE COMMUNITY CHURCH**, Leon F. Wardell.

**SUNDAY:** 9:45 a.m. Sunday School for all ages; 11:00 a.m. Morning Worship; 7:30 p.m. Hymn Sing & Bible Study.  
**MONDAY:** 11:00 a.m. Men's Bible Study.  
**TUESDAY:** 7:30 p.m. Men's Bible Study.  
**WEDNESDAY:** 8:00 p.m. Women's Bible study.  
**FRIDAY:** 7:30 p.m. Young People's Prayer meeting.

**CHRISTIAN SCIENCE SOCIETY**, Delmar. Church Service—Sunday School, 11 a.m. Masonic Temple, Kenwood Av. at Adams.

**BETHLEHEM LUTHERAN CHURCH**, Rev. Lawrence Heuchert, 440 Kenwood Ave., Telephone 9-1615.

**SUNDAY SCHEDULE OF WORSHIP:** Divine Worship 10:00 a.m. Community Room, Delmar Library.  
**VACATION BIBLE SCHOOL** will be held the last two weeks in August from the 20th to the 31st, from 9-12 noon.

**ST. STEPHENS EPISCOPAL CHURCH**, Elsmere Avenue, Delmar — Rev. Charles H. Kaufuss.

**SUNDAY SERVICE**—9:30 a.m. Holy Communion and Sermon.

**FIRST METHODIST CHURCH**, Kenwood Avenue, Delmar — Rev. Arthur P. White. Douglas C. Smith, Associate Minister.  
**UNION SERVICES** will be held in the Delmar First Methodist Church during the month of August, 10:00 a.m. only.

**NEW SCOTLAND PRESBYTERIAN CHURCH**, Rev. Homer B. Silvernail.  
**SUNDAY**, 10:30 Church Worship, 11:30 Church School, 7:30 Youth Fellowship.

**ST. THOMAS' CATHOLIC CHURCH**, Delaware Avenue, Delmar — Msgr. Raymond F. Rooney.

**MASSES:** Monday through Friday, 6:45 and 7:30 a.m.  
 Saturday, 8 and 9 a.m.

**SUNDAY MASSES:** 7, 8, 9, 10, 11 (High), and 12.

The Church Column is Sponsored by:  
**TEBBUTT FUNERAL SERVICE**

We are proud of our record of more than 100 years of dignified, dependable service. Our reputation was built on conscientious attention to the individual needs of every family we serve . . . at prices that all can afford. 420 Kenwood Avenue, Delmar. 9-2212. Also 176 State Street, Albany.

**COMMUNITY METHODIST CHURCH**, Stingerlands — Rev. James R. Rhodes.

**UNION SERVICES** will be held in the Delmar First Methodist Church during the month of August, 10:00 a.m. only.

**DELMAR PRESBYTERIAN CHAPEL:** Sunday services and Sunday School will be held in the Delmar Masonic Temple, Kenwood Avenue.

**THE DELMAR PRESBYTERIAN Chapel** will conduct services throughout the summer at 9:15 a.m. Sundays in the Masonic Temple.

**REV. DONALD M. STINE**, Scotia, will serve as summer minister. Mr. Stine was born in Schenectady, graduated from New York State College for Teachers summa cum laude in 1953, graduated from Princeton Theological Seminary on June 5 of this year.

**DELMAR REFORMED CHURCH**, Delaware Avenue, Delmar — Rev. LeRoy C. Brandt.

**OUR CHURCH SERVICE** is at 9:30 a.m.

## DO YOUR OWN CEMENT JOBS

*with* **READY-TO-USE**

# SAKRETE®

**NOW . . .**  
**PERK UP CEMENT**  
**JOBS WITH NEW**  
**COLOR**  
 Just add a box to a bag. A Sakrete exclusive.



**JUST ADD WATER!**

## HILCHIE'S TERMINAL HARDWARE

**ELSMERE AT THE LIGHT 9-3941**

Member: Bethlehem Chamber of Commerce

## WANTED -

Neat appearing lady or gentleman for several hours per day in pleasant work.

Newspaper, radio or advertising experience helpful but not essential. Must have the personality to easily meet and successfully associate with people.

Compensation commensurate with experience and ability.

Answer briefly in writing to 173 Adams Street, Delmar, N.Y. All replies acknowledged.

When you need fast, dependable Oil Burner Service, give us a call. We've had years of experience.

**DAY AND NIGHT SERVICE**

Call 6-0768 or 6-0419 Glenmont

## TOUGHER Automatic HEATING

**SHOP OUR BARGAIN ROOM  
 FOR VALUES**

**9-968 DELMAR LUMBER 9-968**

**BUSINESS & PROFESSIONAL  
 Telephone Exchange**

72 Delaware Avenue

24-hour Service 9-3524

**Ralph S. Butler & Sons  
 Incorporated**

"All Forms of Insurance"  
 252 Delaware Ave., Delmar 9-4581

**JUST ARRIVED!  
 DE-SCENTED BABY SKUNKS**  
 They make PERFECT pets!

**Fuller's Pet Shop**  
 228 Delaware Ave. 9-3309

## MERCHANDISE FOR SALE

**PIANO**, Bradbury & Lightner, 7'x4', Rosewood veneer, sacrifice. 9-3510.

**FOR A SMART BRIDE**—A barrel full of Sherston Pattern Hawkes Crystal, odd pieces. 9-3125.

**CHILD'S WAGON**, \$5; **OLD GLASS BOTTLES** for lawn or lamps, \$3 each; **CHEMEX COFFEE MAKERS** (2), large and small, like new, ½ price. 9-3125.

**GARDEN AIDE** with 4 attachments: mower, snow plow, disc harrow. Asking \$175. 9-1227.

**WESTINGHOUSE REFRIGERATOR**, 7 cu. feet, excellent condition. No reasonable offer refused. 9-1071.

**SIX ANTIQUE** walnut arm chairs, reconditioned, slip seats of Koroseal over foam rubber; suitable for office or waiting room. Set \$175. Phone 4-6497.

**LITTLE LEAGUE STANDING**  
(Story on Page 2)

	Won	Lost
Cranell	16	4
Studler	14	6
Main Bros.	14	5
Carroll	8	11
Patterson	4	16
Mullen	3	17

**BABE RUTH LEAGUE STANDINGS**  
(As of Saturday, August 4)

	Won	Lost	Perctg.
Handy Dandy Clnrs.	8	3	.727
Redmond Bramley Oil	8	4	.667
Franchini Bros.	5	7	.417
Heath Dairy	5	7	.417
Rivers Construction	3	8	.273

**REDMOND & BRAMLEY**  
**OIL COMPANY, INC.**

Atlantic Fuel Oil

Heil Burners

DEPENDABLE 24-HOUR SERVICE  
**5-1433**      **5-1434**

WATCH THE SPOTLIGHT  
For the Announcement of the  
OPENING OF OUR NEW

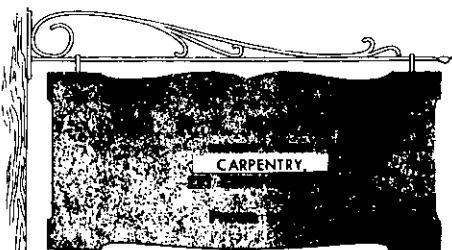
**BRANCH STORE**

at  
571 New Scotland Ave.  
Across From St. Peter's Hospital  
At The Corner of Allen St.

Air Conditioned  
Tel. 62-4235



DEPARTMENT STORE, INC.  
Cor. Second & Delaware Aves., Albany



BIKE, girl's 28", \$12. 9-3001.

ENGLISH BIKE, 26" boy's, fully equipped and in very good condition. \$30. 9-3233

**LIVESTOCK AND PETS FOR SALE**

**WANTED: ONE GOOD HOME!**  
My mother is a purebred Collie; I am 4 months old and I MUST find a good home! Sex: Female. Please call 9-4677.

SADDLE HORSE, black gelding, 6 years old, gentle. PO 8-2364.

PUPPIES—English Springer Spaniel, sired by a Champion. RO 5-2029.

MALE CANARY with Hendrix cage & stand complete, \$10. 9-2196.

PALOMINO QUARTER HORSE, mare, gentle, handles well. PO 8-2368.

BABY RABBITS, \$1.50 each. Also breeding pairs, \$4. Dutch breed. 6-8289.

BILLY GOAT, 4 months old, pedigreed, Saanen, hornless. Child's pet, \$10.6-8289

MILKING GOAT, Toggenberg, grade, \$15. 6-8289.

**PERSONAL SERVICES**

LIGHT TRUCKING—refrigerators, stoves, furniture, etc. Storm windows & screens repaired. Call Ken Lake—9-4424, 9-3297.

WANTED: TYPING AT HOME. RO 5-2051.

CATERING for Parties & Picnics. Home-made cakes & pastries. 9-3160.

**AUTOMOTIVE FOR SALE**

FORD STATION WAGON, 1949, \$75. PO 8-2368.

HORSE TRUCK, 1948 Dodge 1/2-ton pickup, \$200. PO 8-2368.

'38 BUICK sedan, good tires and operating cond., \$35. 5-4367

**REAL ESTATE FOR SALE**

NEW 5-Room bungalow, New Scotland, 2-car garage. 9-1693.

LOTS FOR SALE: Hillside, 120x100 overlooking Hudson River, Bethlehem Central District, \$1600. 5-3806.

**TRAILER FOR RENT**

TRAILER FOR RENT, 40', sleeps 6, bath and kitchen complete, water included \$65 per month. PO 8-2644.

**WAITRESSES!**

Year around steady work. Openings for day or evening shift. Good working conditions, serving the best clientele.

Also taking applications for banquet waitresses, full or part time.

Apply personally after 4:00 P. M.

**CENTER INN**  
Glenmont, New York

**Fowler's**  
**Liquor Store**

SEE GEORGE OR HARRY  
FOR BETTER SPIRITS

**We Deliver**

Theatre Building  
333 Delaware Avenue 9-2613

FURNITURE REPAIRING  
LAWN CHAIRS & TABLES  
REFINISHING & RE-UPHOLSTERING  
CABINET WORK  
CUPBOARDS & BOOKSHELVES

**IRVING L. ROWLEY**

5 Garden Alley, Albany 10, N. Y.  
ANTIQUES RESTORED  
TELEPHONE 4-6497

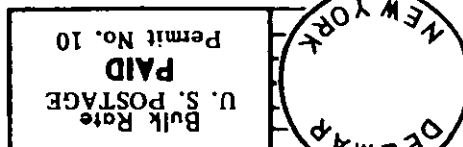
HAVE YOU VISITED OUR  
BARGAIN ROOM?

**9-968 DELMAR LUMBER 9-968**

Finest Grades of Shoes for Infants,  
Boys, Girls  
Phone 2-8439 Free Parking  
"Crestwood Shopping Center"

**BURGESS JUVENILE SHOE SHOP**

8 PICOTTE DRIVE, ALBANY, N.Y.  
New Scotland Ave., No. 13 Bus  
Helen Burgess Prop. Experienced  
X-Ray Fitting Personnel



INCCUPANT