

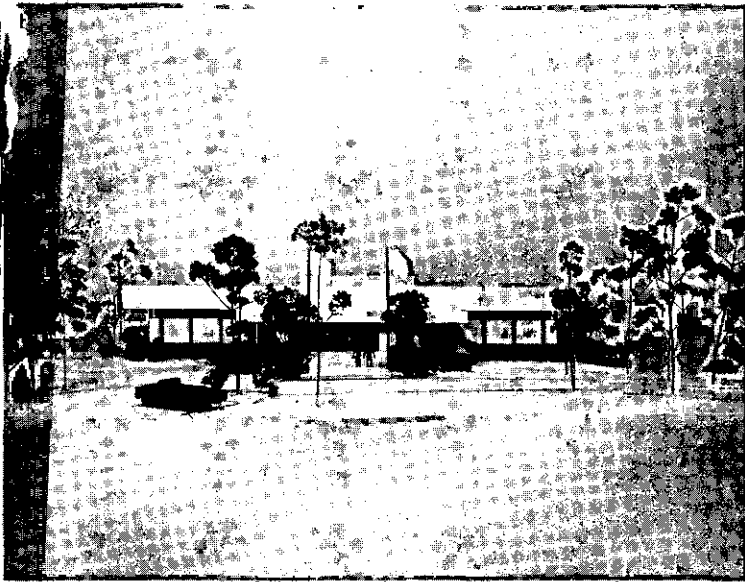
# The Spotlight

VOL. XIII, NO. 2

Delmar Public Library  
JANUARY 11, 1968

\$2.00 PER YEAR

\$.10 per copy



THIS IS THE ARCHITECT'S model of the new Blue Cross building to be erected in Bethlehem Township. Construction is scheduled to start in April of this year and be completed in the spring of 1969. The building is being designed by Donald J. Stephens Associates of Loudonville.

## New Quarters For Blue Cross

Blue Cross of Northeastern New York will soon break ground for a new building located on approximately 14 acres of sloping meadowland located between the Slingerlands Bypass and New Scotland Road, and abutting the Normanskill and Maher Road.

The building will be essentially a two-story structure, with a one-story lobby and reception space facing Maher Road. Its size (55,000 square feet of usable office space) is based on projections of space needs of Blue Cross and Blue Shield to 1977. Construction features include steel frame construction, limestone exterior, exposed exterior columns and continuous bands of grey-glazed windows.

According to Ralph Hammerley, Jr., Executive Director of Blue Cross of Northeastern New York, the building will be of significant design to express the community orientation of Blue Cross. The rural character of the site will be maintained and a park-like atmosphere will be created with extensive plantings of trees and flowering shrubs. Parking and traffic routes will be arranged to minimize traffic congestion of New Scotland Road.

The continued growth and expansion of Blue Cross and Blue Shield has necessitated a move

to new quarters," said Mr. Hammersley. "The new building," he continued, "will assure more economical operation as well as more efficient service to our more than 400,000 subscribers."

The model of the new building is now on display in the Town of Bethlehem offices. It will be on display in the National Commercial Bank in Delmar for two weeks starting January 15 and in the First Trust Bank in Elsmere for two weeks starting January 27.

## Speaker

"The Book Scene-1968" will be the topic discussed when Miss Florence Boochever speaks at the meeting of the Literature Group of the Delmar Progress Club on January 16 at 10 A.M. in the Delmar Public Library.

Miss Boochever is a former staff member of the Albany Public Library and the New York State Library, and former editor of the New York State Library publication, "Book Mark." She is a graduate of the Columbia School of Library Service and in 1963 was listed in "Who's Who in American Women." Miss Boochever, now retired, is very active in the "Friends of Library" organization.

Mrs. Franklyn B. Amos is chairman. Mrs. C. Edgar Vail will hostess the coffee hour preceding the program.

## Local Pastor on Radio Weekly

On Saturday, January 17, the Rev. Paul H. Gassmann, Pastor of Bethlehem Lutheran Church in Delmar, will begin a weekly



Rev. Paul H. Gassmann

radio program entitled "Moments of Comfort" over Radio Station WHAZ (1330) in Troy. Broadcast time will be 3:30 to 4:00 P.M. every Saturday afternoon.

The program is intended to bring encouragement to the discouraged, hope to the despairing, a lift to the weary soul, cheer to the worried, and comfort to the sorrowing. "Moments of Comfort" will be tuned in by all hospitals in the Albany, Schenectady, Troy area. It will include poetry readings, true life stories, interviews with well known people, and Gospel songs sung by some of the biggest names in the entertainment field, such as Kate Smith, Anita Bryant, "Tennessee" Ernie Ford, Gordon McRae and others.

"The Religious Broadcasting Commission" of the Area Council of Churches is recording and distributing the program.

Pastor Gassmann has had considerable radio experience prior

## Sales Leader

Sonja Braun, home sales consultant of Picotte Realty, Inc. has been elected to her firm's Million Dollar Club and declared Residential Sales Leader for the Year 1967. Mrs. Braun, long recognized in Real Estate circles, lives at 138 Marlboro Road in Delmar.

The Picotte office reported home sales in excess of 7 1/2 million dollars for the past year involving 265 transactions. Wesley A. Albright, vice-president, said that there has been a strong active market in the Tri-Village area, both in new construction and in relocation sales as indicated by the firm's 85 Delmar sales in excess of 2 1/2 million dollars.

## Invitation

Bethlehem Lodge, No. 1096, F.&A.M. extends a cordial invitation to all Master Masons to be present on the occasion of the Official Visit of Right Worshipful Theodore A. Goodrich, District Deputy Grand Master of the Albany Masonic District, at 8:00 P.M. on January 16, at the Masonic Temple in Delmar.

to his coming to Delmar. He originated "Moments of Comfort" over Station KFUD in St. Louis, Missouri in 1936. For 4 years, he broadcast a similar program over Station WHLD in Niagara Falls, N.Y. For 2 years he served as a Newscaster over Station WRUN in Rome, New York. For a number of years his Congregation in North Tonawanda, New York, broadcast Sunday morning Services.

WHAZ are the new call letters of the former radio Station WRPI located on the RPI Campus.



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**Meeting**

Mrs. Roger Reynolds, President of the Nathaniel Adams Blanchard Unit 1040, American Legion Auxiliary, announces that the regular monthly meeting will be held Tuesday, January 16, in the Post Rooms, Poplar Drive, at 8:00 P.M.

Membership Chairman, Mrs. William Campbell, has announced that the Auxiliary has grown from 105 members to 143 members to this date. The local Unit is continuing to re-enroll its members for 1968 and to invite other eligible women into the activities of the Auxiliary, which is the Nation's largest patriotic organization made up entirely of women. Eligible for Auxiliary membership are: wives, mothers, sisters and daughters of American Legion members or of deceased war veterans, and women

who themselves served in the armed forces in time of war.

**2nd Forum**

"Pros and Cons of U.S. Involvement in Vietnam" will be debated at the second meeting of the community Forum on Vietnam in Delmar on January 14.

Participants in the debate will be: Major Andrew Anderson, casualty assistance office, United States Marine Corps, Albany Rev. Stanley J. Moore, East Greenbush Methodist Church and United States Navy chaplain; Rev. James Murphy, Holy Spirit Roman Catholic Church, East Greenbush; and Rev. William G. Vigne, First Methodist Church, Delmar. Dr. Clifton C. Thorne, vice-president, State University of New York at Albany, will serve as moderator for the debate.

Helena Rubinstein  
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The Forum is meeting each Sunday evening in January from 7:30 to 9 P.M., in Fellowship Hall of First Methodist Church at 428 Kenwood Avenue, Delmar. All are welcome to attend.

## Meeting

The Albany Area Chamber of Commerce Retail Council has scheduled a Retail Legislative Breakfast meeting to be held at 7:45 a.m., Tuesday morning, January 16, at the DeWitt Clinton Hotel.

This program is co-sponsored by the New York State Council of Retail Merchants, the Bethlehem and Greater Colonie Chambers of Commerce and the Central Avenue Civic and Merchants Association.

Clifford A. Allanson, of Delmar, Executive Director of the Council, will bring to the area

retailers the latest in legislation affecting them.

Invited to attend this breakfast meeting in order to answer questions by the retail industry are Congressman Daniel E. Button, Assemblymen Neil W. Keller, Frank P. Cox and Harvey M. Lifset, and Senator Julian B. Erway.

## RECREATION PROGRAM

by William Fuller

The Spring Semester of the Adult Recreation Program, sponsored by the Bethlehem Central School District, will begin the week of January 15. Seven activities will be offered during the

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# The Light Touch

By Bob Jackson

There are few things certain in this world, and one of them is that no woman is wearing shoes too large for her.

\* \* \* \*

Drive-in banking was invented so cars could go in and see their real owners . . .

\* \* \* \*

"My advice, sir," said the mechanic to the car owner, "is that you keep the oil and change the car."

\* \* \* \*

He didn't want to marry her for her money, but he didn't know any other way to get it.

\* \* \* \*

Anybody who says invention of the wheel was a boon to mankind has never played roulette!

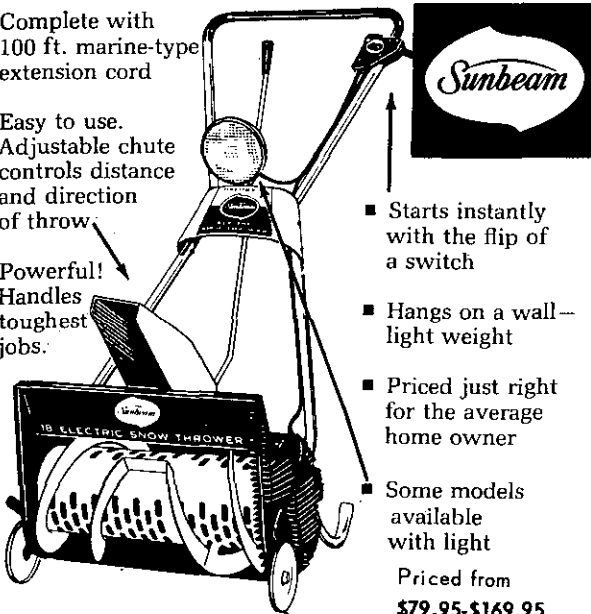
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10-week program for adults residing in the Bethlehem Central School District. All activities will be held in the Bethlehem Jr. High School located on Kenwood Avenue. Registration fees will be between \$5 and \$10 and is payable during the first two weeks of the program. Adults wishing to register for beginners bridge or golf, must call Mr. William Fuller. Registration for the other activities will be made the evening of the first meeting.

Additional information may be obtained by calling Mr. William Fuller at 439-4984 between 1 and 3 P.M. on school days.

Basketball, Mondays, 7:00 P.M., Starts January 8.

Adv. Swimming, Mondays, 8:30 P.M., Starts January 15.

Beginning Golf, Mondays, 7:00 & 8:30 Starts January 29 .

Slimnastics, Tuesdays, 7:30 P.M., Starts January 16.

Volleyball, Tuesdays, 7:00 P.M. Starts January 9.

Badminton, Wednesdays, 7:30 P.M., Starts January 10.

Begin. Bridge, Wednesdays, 7:30 P.M., Starts January 17.

will sponsor a special day long session on Tuesday, January 16. In the morning the New York State Women's Joint Legislative Forum will be held at Chancellor's Hall, State Education Building. The speaker will be Anthony Fravia, Speaker for the Assembly.

This will be followed by lunch at the Ambassador Restaurant, 27 Elk Street, in Albany. The guest speaker will be Senator Dominick, Chairman of the Joint Legislative Committee on Education. His topic will be "New Proposals for Financing Education in New York State."

After the luncheon there will be a guided tour of the Capitol. Meet your representatives in their offices: Assemblymen Lipset and Cox and Senator Erway.

This special session is open to the public — a great opportunity to learn first hand about the legislature. Reservations must be made for the luncheon. Please call Mrs. Charles Wing, 132 Mosher Road, Delmar, for reservations or further information.

## Schedule

The following is the January schedule for the League of Women Voters:

Thursday — Jan. 11: Delmar Morning Unit 9:45 a.m., Delmar Library. Jan. 11: Delmar Night Unit 8:00 p.m. at the home of Mrs. Dean Streiff, 13 Grosbeck Place, Delmar. These meetings will be on Human Resources.

Tuesday — Jan. 16: "Day on Capitol Hill" . . . Open to the Public. Come and learn about your government.

Wednesday — Jan. 17: Mental Health Steering Committee meeting, 8 p.m., N.Y. State Teachers' Association Building, corner of Washington and Dove, Albany.

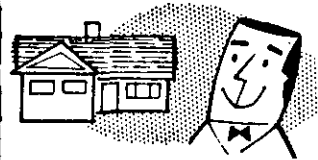
Monday — Jan. 22: Workshop on our present Constitution, at the home of Mrs. Albert Abrams, 311 Hackett Blvd., Albany.

Monday — Jan. 29: Second workshop on the Constitution, at the home of Mrs. Abrams, 311 Hackett Blvd., Albany.

The League of Women Voters

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## Library Notes

When the holiday season is over, a winter let-down hits most of us with a thud. Applications for those interested in the Experiment in International Living are now available at the Delmar Public Library. Unfortunately most of us are not eligible, but we can pretend we are going along. All we have to do is borrow any one of a number of books dealing with Denmark, the country chosen for this year's experiment.

The Library has records on learning to speak Danish and there is even a dictionary on the shelf. Of course you don't need to limit your interest to Denmark. There are numbers of fine books concerned with countries all over the world. Also, several periodicals will supply you with splendid articles. You may enjoy National Geographic, Holiday, Travel, Mexican Life, Realities, Africa Reports, Arizona Highways, The East, Illustrated London News, Soviet Life, U.N. Monthly Chronicle, UNESCO Courier and by using Read-

er's Guide get information on any spot in the world.

So don't sit at home feeling sorry for yourself. Have a nice trip by your own fireside as you read and dream.

## Meeting

The next meeting of the Bethlehem Historical Association will be held at the Museum, Cedar Hill, January 18, 8 P.M.

Reports will be given and plans for 1968 discussed.

Mr. and Mrs. Richard Thayer will give a talk and show slides of area "Old Cemeteries."

## Speaker

Rabbi Herman Kieval of Temple Israel will be the guest speaker at a dinner meeting of the Delmar Methodist Church Men's Association on Monday, January 15.

## Meeting

The Ladies' Auxiliary of the Elsmere Fire Company will hold a meeting at the Fire House tonight (January 11) at 8 P.M.



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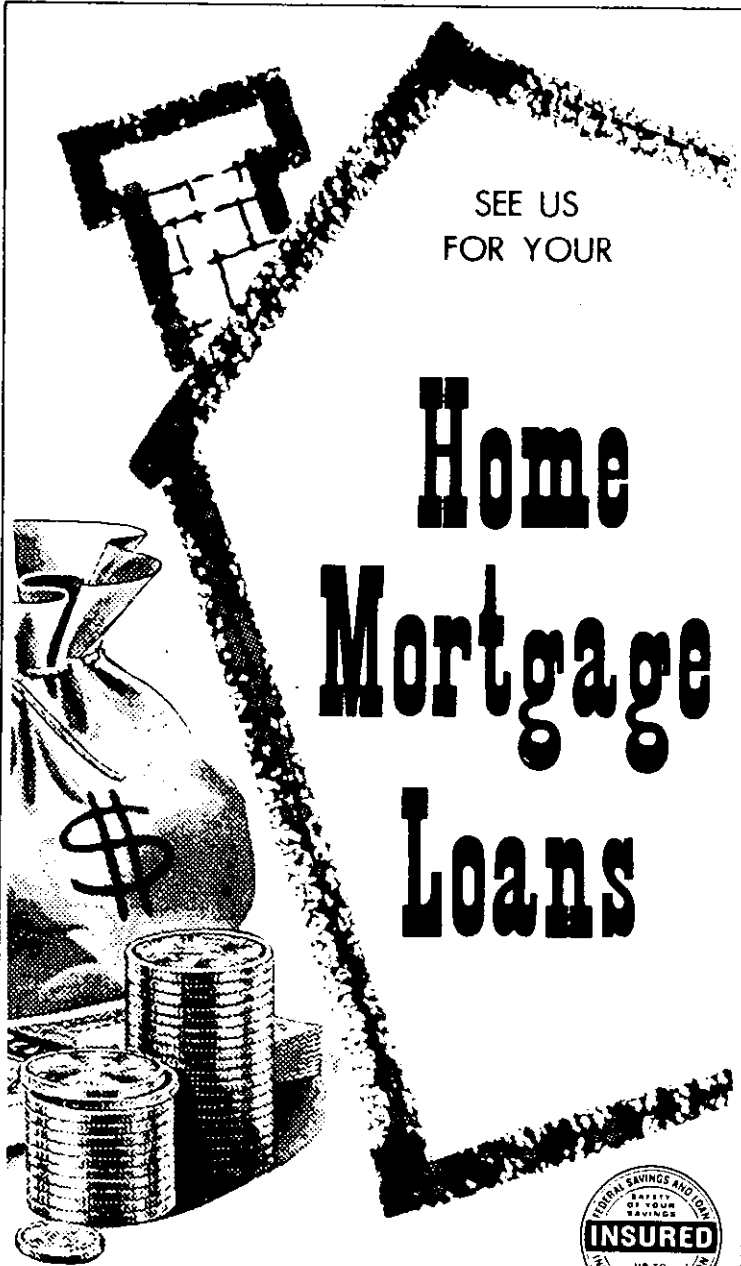
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**Bake Sale**

While other students are struggling with mid-year exams, members of the Distributive Education Clubs of America at Bethlehem Central Senior High School will be selling home-baked goodies to shoppers at the Grand Union on January 24. David Anderson and Lee Maiden, co-chairmen, are busily studying exam schedules and assigning those who are free to report between 9 a.m. to 9 a.m.

Lorraine Buess is preparing publicity and assigning members of DECA who have artistic ability to prepare posters. All activities and planning are under the watchful eye of Robert Pierson, coordinator of Distributive Education and advisor to the DECA chapter BCSHS.

**Table Talk**

Dr. Frederick A. Kunz, Specialist in Child Development and Family Relationships at Cornell University, will be the guest on Table Talk on Wednesday,




**Dr. Frederick Kunz**  
January 17, on WAST, Channel 13, at 7:30 a.m. The topic of discussion will be "Child Discipline" which parents should find to be most helpful and informative.

Proper methods of child discipline will eventually lead to self-discipline. Dr. Kunz will stress that discipline techniques should vary according to the ability and understanding of the child.

**Subscribe to The Spotlight**

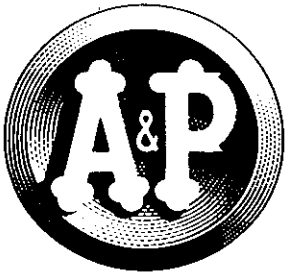
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**LETTER**

Dear Editor:

We wish to thank, in a very special way, those friends who left a gift at the Delmar Library Treasure Tree. There were dozens of gay and practical gifts - sweaters, mittens, yard, caps, toys, books and other delightful things.

The items have been carefully packed and are now on their way to Philadelphia. From there they will be sent to American Friends Service Committee Schools and relief stations around the world. Because of your thoughtfulness others will be helped.

Thanks also to the Spotlight for telling the story of the Treasure Tree and to the staff at the Delmar Library for their special kindness and thoughtful interest in this project:

Ernie and Kay Boyer  
- on behalf of the American Friends Service Committee

**Meeting**

The regular monthly meeting of the Altar-Rosary Society of St. Thomas' Church will be held on Wednesday, January 17. Members will meet in the Church for Mass at 7:45 P.M. and then adjourn to the school auditorium for the business meeting. The general chairman of the annual Card Party and Fashion Show, which will be held in the spring, will be announced.

The guest speaker will be Father C. Howard Russell, Vice Chancellor of the Albany Diocese, who will talk on "The History of the Mass."

A social hour will follow the meeting.

**To France**

Juniors of Lake Erie College, Painesville, Ohio, have completed examinations in preparation for the College's Winter Term of study Abroad.

Miss Joan A. Beecher, daughter of Dr. and Mrs. T. S. Beecher, 30 E. Bayberry Drive, Glenmont, will study in Nice, France.

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## Election

The Albany Society of Engineers recently conducted their annual election of officers for 1968. At the December meeting, held at Center Inn, Glenmont, the following new officers were installed:

President, Mr. D. L. Hinsdale, Delmar; First Vice President, Mr. B.S. Pagano, Albany; Second Vice President, Mr. C.B. Pond, South Bethlehem; Third Vice President, Mr. E. E. Speer, Loudonville; Librarian, Mr. F. Spencer, Delmar; Secretary-Treasurer, Mr. J.F. McColl, Delmar.

sultant for the Albany office of the New York Telephone Company. Paul A. Offricht, manager of the Caslon Press Printers of Delmar is also among the candidates for graduation from the 18-week program.

## New Job

After nearly 30 years with the State Conservation Department, Dr. E. L. Cheatum is leaving his post as Director of the Division of Fish and Game, according to an announcement by Conservation Commissioner R. Stewart Kilborne. Dr. Cheatum is leaving the state position he has held for nearly four years to head the University of Georgia's new Institute of Natural Resources.

"It is not often that you find a man with Dr. Cheatum's professional technical knowledge and leadership ability in the fish and wildlife field," Commissioner Kilborne said. "And, it is for these very qualities that he has been selected to head the important programs at the University of Georgia's new facility. We wish

## Grads

James M. Lindsay of Elsmere has been named chairman of the Jan. 26 graduation banquet of the Public Relations Institute, presented by the Evening Division of the Albany Business College. The event will be held in the ABC Alumni Room.

Lindsay of 33 Brookman Avenue, is a communications con-

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him great success in his new role and know he will make a vital contribution to the Institute of Natural Resources."

As Director of the Institute, Dr. Cheatum will be responsible for the development and conduct of a program in both research and education in the natural resource field. Although his duties will be primarily administrative in nature, he anticipates some teaching in the area of natural resource administration.

Dr. Cheatum joined the Conservation Department in 1939, following two years as Associate Professor of Biology at Texas A & M branch college in Stephenville, Texas. His state service was interrupted from 1950 to 1952 when he accepted an appointment with the U.S. Fish and Wildlife Service. In 1959, he was named Assistant Director of the Fish and Game Division, becoming its director in 1964.

He attended Southern Methodist University and earned his Ph.D. degree at the University of Michigan. During World War II, he was the commanding officer of a Malaria Research Survey Unit in the New Guinea and Philippine campaigns where he was awarded the bronze star.

Dr. and Mrs. Cheatum live in Delmar and have two children. William is a student at Central College, Iowa, and Linda is a first lieutenant in the Army Medical Services Corps and will soon be stationed in Japan.

Dr. Cheatum is expected to assume his new post in early May.

**Wildlife Film**

The fourth in the annual series of Audubon Wildlife Film Lectures will be presented on Friday, January 12, at 8:15 P.M. at School No. 24, Lincoln Park, Delaware Avenue, Albany, by Dr. Olin Sewall Pettingill, Jr. on "Penguin Summer."

On an expedition for Walt Disney, Dr. Pettingill, of Ithaca, produced an epoch-making color film on the faraway Falkland Islands, off the southern tip of Argentina, where penguins and people live fascinating lives.

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## Adult Ed.

Adult Education courses for the second semester for the Bethlehem Central Schools will begin the week of January 15. Except as noted, all classes will be held at the Bethlehem Junior High School, 332 Kenwood Avenue, Delmar.

The schedule for courses is:

**Mondays** - Advanced Dressmaking, Early American Decorating, French, Spanish, Interior Decorating, and Beginning Swimming. Oil Painting will be offered at the Senior High School.

**Tuesdays** - Beginning Dressmaking, Italian, Beginning Office Clerk, Investments, and Driver Education. Driver Education will not start until Tuesday, February 13.

**Wednesdays** - Art I and Oil Painting, Better Speech, German and Stenograph and Refresher Shorthand.

**Thursdays** - Senior Citizens, Tailoring, and Typing.

Registrations may be made by calling 439-2410 or at the first class session.

## Telethon

"The search for talent is underway," said Lewis A. Swyer and James K. Patrick, General Co-Chairmen of the 1968 Cerebral Palsy Telethon. They were speaking of the search for talent for the forthcoming telethon to be aired on WTEN-TV.

The auditions for the show will be held by appointment only on Saturday, January 13, from 11:00 A.M. to 7:00 P.M. at the Sheraton Inn Towne Motor Inn. "In past years the auditions were held on a first come first heard basis, but this did not work out to the advantage of those that appeared for auditions, because in most instances they had to spend much of the day waiting to be auditioned. The only feasible solution is to audition by appointment. To make an appointment to be auditioned, all applicants should call 462-6411 during business hours or stop in at the Telethon Office, 193 Sherman Street in Albany," Mr. Swyer and Mr. Patrick said.

Kenneth M. Johnson, General

Manager of WTEN-TV stated that, "It takes a tremendous amount of talent to fill a 19 hour television show and anyone that is so inclined is welcome to audition for the Telethon. I can say without reservation," Mr. Johnson noted, "The Telethon this year will be the greatest ever in entertainment and variety, both from a national and local talent level. We are now in the process of recruiting national talent and although we do not as yet have definite commitments, indications are that our roster of national talent this year will far surpass that of any of the seven previous Telethons."

The Telethon is slated to originate live from the Washington Avenue Armory in Albany continuously from 11:00 P.M. Saturday, January 27, through 6:00 P.M. Sunday, January 28. Funds raised during the show will be used to support the programs carried out by the Cerebral Palsy Associations of the Capital District, Ulster County, Berkshire County, Glens Falls and the Central Mohawk Valley.

Mr. Swyer and Mr. Patrick ex-

In order to simplify our book-keeping, Spotlight Classifieds must be paid for in advance of publication.

pressed their gratitude to the public for making the local Telethon one of the most successful in the country. They stated, "Last year's Telethon raised the record amount of \$190,000."

## School

A two day school for vegetable growers in the capital district will be held at the Menands

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## Semi-Annual Sale

Only twice a year, Kelly Clothes, Troy's famous factory store, makes it possible for you to take advantage of these imperial savings of up to **50% OFF**. This sale includes all suits, topcoats, overcoats, utility coats, sport coats, jackets and trousers. Every garment is from our regular stock and the selection has **never** been better. Extra special **reduced** values in our student department.

... It's our way of thanking you for your past patronage, and we hope we can serve you in the future.

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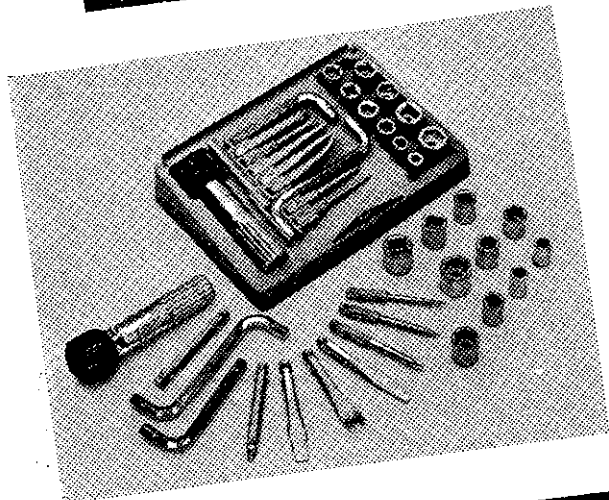
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Wednesday and Saturday Until 5:30

Park in comfort, right at the door

# How's

# this for openers?



Last week a new Fidelity Bank Home Office...**this week, a new facility on Route 5!**

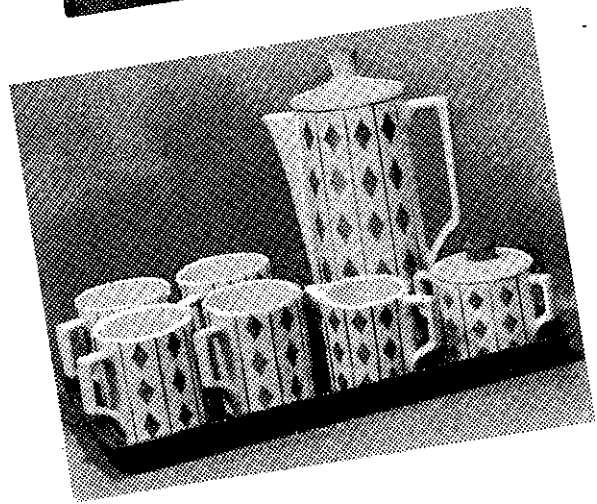
The growing bank is on the move! Welcome to the big, new center of total banking convenience at our Latham Office! Welcome to our new facility on Route 5 (1972 Albany-Schenectady Road), where you'll find complete service for every business, family and personal need.

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THE GROWING BANK



# Fidelity Bank

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Market on January 16 and 17 from 9:00 A.M. to 4:00 P.M. Joseph E. Huth, Cooperative Extension Agent for Albany County, said that this school is sponsored by the Cooperative Extension Associations of Albany, Rensselaer, Schenectady and Saratoga Counties. All commercial growers are welcome.

The program on Tuesday, January 16 will be devoted to vegetable production, according to Mr. Huth. Three professors from the College of Agriculture at Cornell will be the featured speakers. Professor Arden Sherf will stress virus diseases such as mosaic of vine crops. Professor Arthur A. Muka will talk about

the part insects play in spreading diseases and how these insects can be controlled. Weed control and other vegetable growing practices will be the topic of Professor Philip A. Minges.

On Wednesday, January 17, the topics that will be featured are Roadside Marketing and Farm Labor. During the morning, a panel of local roadside marketers will discuss their secrets of success. Cooperative Extension Agents, Donald Thompson from Rensselaer County, Melvin Wrisley, Saratoga County and Huth will discuss roadside market layout, location and merchandising.

The afternoon program will

cover farm labor. Cornell Professor Edward Foss, will discuss, "New Developments in Farm Safety including Workmen's Compensation and Minimum Wage Laws." Mr. William Toomey, Capital District Representative of the School of Industrial and Labor Relations at Cornell, will lead a discussion on, "Finding and Keeping Farm Labor."

Since fruit growers often market their produce at roadside stands and are concerned with seasonal labor, they are also invited to attend the Wednesday program.

**Spotlight Classified will do practically anything!**

## Christmas Program

Student members from the Albany Area Chapter, American Red Cross Youth joined forces with several Girl Scout Troops of the Hudson Valley Girl Scout Council during December in carrying out a program of Christmas activities at various institutions throughout the Capital District.

The Red Cross Youth and Girl Scouts provided Christmas entertainment, decorations and refreshments to the residents of the Ann Lee Home, Albany Gardens Nursing Home, Albany Guardian Society, Home for Aged Men, Villa Mary Immaculate, Child's Hospital, Little Sisters, of the Poor and the Hospital for Incurables.

Schools represented by Red Cross Youth included: Albany Elementary School 26, Albany Academy Lower School, St. Catherine of Siena, Academy of the Holy Names, Goodrich Elementary, Albany High School, Philip Schuyler High School, Vincentian Institute, Westmere Elementary, Elsmere Elementary, Guelderland Junior High School, Academy of the Sacred Heart, St. Anne's Institute, Greenville Central School, and Cardinal McCloskey High School.

## Eating Out

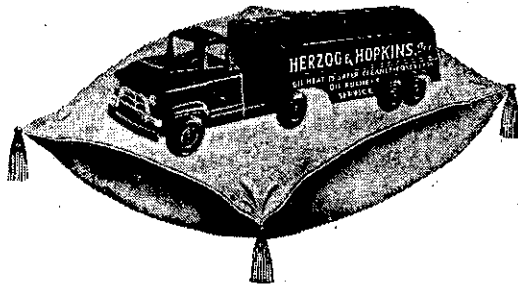
Americans spend about \$30 billion a year away from home for food and beverages, reports Mrs. Connie Sullivan, extension home economist in Albany County.

About 60 per cent of that amount is spent in public eating places, such as restaurants, lunchrooms, cafeterias, refreshment stands and catering establishments.

The next highest share of the \$30 billion is spent in institutions, such as hospitals, homes for the aged, camps and schools.

A fair amount, about 10 per cent, is spent for food at hotels, or motels; and the remainder, about 3 per cent, is spent in drug or candy stores, specialty food stores, movie theaters, private clubs, factories and small busi-

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ness establishments.

There is a small regional variation in the pattern of eating out, Mrs. Sullivan says. Westerners spent the highest portion in restaurants; southerners the least. There has also been a trend toward farm families behaving more like city families, though farm expenditures for eating out are still the lowest.

As for snacks, the proportion of families reporting snacks bought and eaten away from home has decreased from 6 out of 10 families in 1955 to a little under 5 out of 10 families in 1965. Families in the Northeast spent more money for snacks than did southerners or westerners. During the same ten-year period, eating snack-type foods at home increased in popularity.

USDA consumer economists say families seem to have adjusted to rising prices by snacking at home rather than at public eating places, and by dining out very little more.

The continuing move to the suburbs, the increased proportion of children in the population, and the increased popularity of television snacking may also have been responsible for these trends, according to the consumer economists.

### Gift Trends

Housewares were a general favorite for 1967 gift giving. More people than ever bought steam irons, toasters, coffee makers, blenders, fry pans, and electric can openers.

According to Prof. Mary Purchase of the N.Y. State College of Home Economics, Cornell University, from 1950 to 1965, the ownership of steam irons changed from about 10 per cent of the families with wired homes to nearly 80 per cent of those homes.

Toasters were owned by 70 per cent of the families in 1950 and increased to about 85 per cent in 1965.

Vacuum cleaners made greater gains, changing from about 60 per cent to 85 per cent in the fifteen year period from 1950 to 1965.

Mixers made a much greater

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**Summer & CO.**  
60 NO. PEARL ST., ALBANY, N.Y.

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AT ALL 14  
PARK & SHOP  
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**OUR 97th**

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**SUITS and SPORT COATS**

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FAIR TRADE ITEMS ARE PRICE MAINTAINED

change. In 1950, less than one third of the homes had mixers. In 1965 about three fourths of the homes had mixers.

Coffeemakers are important enough in the American way of life that nearly three fourths of the homes have electric coffee makers.

Blenders show a much lower saturation. In 1950, there were hardly enough blenders in homes to be counted. By 1965, fewer than one in five homes had blenders, but the trend in the last couple of years has resulted in a great increase in the number of homes using blenders.

Electric fry pans were introduced to the market about 1955, but their sales were not reported that year. By 1960 approximately half of the homes had electric fry pans. The number has not increased appreciably since 1960.

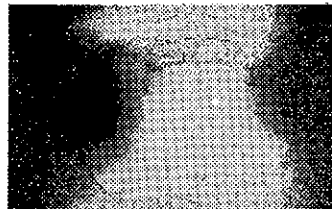
Can openers are another relatively new product on the market. Again, they were not marketed as early as 1955 and when they did come on the market, many people indicated that electric can openers were a useless piece of equipment. However, in the short time that they have been available, people have come to depend on them to the point that about one in every three homes now has an electric can opener.

Electric knives, not reported until 1964, are another popular appliance.

tremendous impact, tempered safety glass simply crumbles into many small fragments without sharp cutting edges.

Building officials and other interested regulatory officials may obtain a copy of the new safety glass standard by writing to U.S.A. Standards Institute at 10 East 40th St., New York, N. Y. 10016.

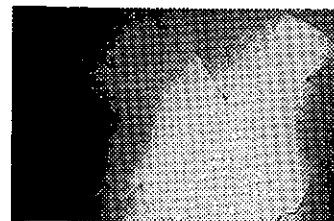
### SAFER THAN EVER!



Ordinary glass breakage (below) can leave some sharp, jagged edges — a real danger if a youngster falls against a floor-to-ceiling window while playing, or if an adult walks through a sliding glass door he thought was open. This is one reason tempered safety glass was invented.

Now, high-strength glass in patio doors and other large areas is safer than ever. Today's tempered safety glass

seldom breaks, but even if it does (under very severe impact), it "fails safe" by crumbling into small granular fragments (at top) without



sharp shards to inflict personal injury.

A new eighth-inch tempered safety glass called Herculite K is said to be four to five times stronger under impact than ordinary glass of the same thickness, thus providing an extra measure of safety under all normal conditions.



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EQUIPMENT AT SPECIALLY REDUCED PRICES! BRAVO!  
IT'S YOUR TURN TO CHEER DURING PLYMOUTH'S WINNING  
SAVINGS DAYS!



Performance Specifications and Methods of Test for Transparent Safety Glazing Material Used in Buildings

State and municipal building code authorities are getting behind a new model code which tells how thick and strong safety glass should be when used in glass doors and panels in private homes and commercial structures.

Sponsored by the National Safety Council, the code has been accepted as a standard by the United States of America Standards Institute.

Local public officials are especially interested in the safety recommendations contained in the new code. A patio door made of safety glass will stand up to some pretty rough knocks. But even if it does break under



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THE PASTOR'S PRESCRIPTION . . . . .

To "train up a child in the way he should go," be sure you first go that way yourself!

I SOUGHT THE LORD AND HE HEARD ME, AND DELIVERED ME FROM ALL MY FEARS. Psalm 34:4 AND THE LORD SHALL GUIDE THEE CONTINUALLY. Isaiah 58:11

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Win-You-Over Barracuda Special includes all of the following equipment at our special reduced price.

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Semi-Annual

# Clearance!

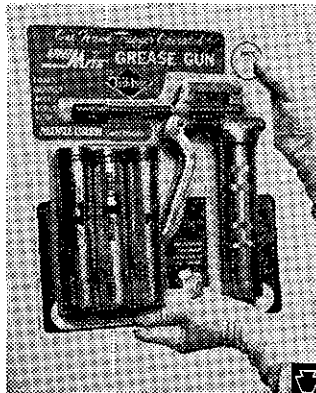
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## New Kit Lets You Lube It Yourself



Times change. There's no longer any need to take your sports car, power mower or boat motor to the corner gas station for that periodic grease job. You can do your own lubricating for far less money, and do it wearing clean white gloves.

An old line American manufacturer has developed an ingenious new packaging for lubricant . . . a foil cartridge so clean it could be stored in a dresser drawer with shirts or lingerie. Inserted in a specially designed Uni-Mite grease gun, the cartridge lubricant is delivered under a tremendous 10,000 pounds of pressure. The gun is a simple, trigger-controlled device which can be operated easily with one hand.

The unique gun-and-cartridge combination has become a favorite gift for car buffs and home tinkers . . . because of its smaller size, its ease of operation, its cleanliness and adaptability to virtually any grease job, from lawn mower to farm tractor.

The gun along with three cartridges of all-purpose grease, sealed in a tight blister pack, is being distributed by Bruskin Sales, 853 Dundee Ave., Elgin, Ill. The price is less than \$5.00.

Both lubricant and gun are unconditionally guaranteed for quality and performance. Replacement cartridges are available, packed three in a plastic sleeve.



Take a deep breath, girls—and bypass the potatoes! The belt is back—and that means even the slimmest of us is going to have to become a waist watcher again! Fashion said it had to happen. What's



gone up has always come down (hemlines will be next) and what swings out always gets squeezed back in. Which brings us back to the belt. Heralded as a return to the romantic, this "prettygirl" revival is influencing everything from ready-to-wear to curly-que hair. Glenhaven's belted great coat is a stunning example of the new silhouette. Like so many of today's fashions, this coat is made of a COIN bonded fabric in order to weather even the most wicked winter, beautifully. COIN is the trademark for a quality controlled method of joining two fabrics together permanently. What does quality control mean to you? It means that you can dry clean your garment without worry. Your dry cleaner will tell you that a COIN bonded fabric is a "no problem" fabric. Look for the hangtag when assembling your winter wardrobe.



SAT. JAN. 13 / SAT. JAN. 20

style no.		regular price	1 pair	6 pairs
615	Sheer Heel, Demi-Toe	1.65	1.35	8.10
415	Reinforced Heel & Toe	1.50	1.25	7.50
115	Micro-Mesh Heel & Toe	1.50	1.25	7.50
530	Walking Sheer	1.35	1.15	6.90
210	Cantrece® Heel & Toe	1.65	1.35	8.10
805	Alive, Sheer Support	3.95	3.25	19.50
450	Agilon® Stretch	1.65	1.35	8.10

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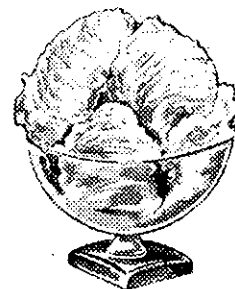
town taupe

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## JANUARY SPECIALS



### IRISH COFFEE ICE CREAM

(with a touch of the real McCoy in it . . . imported too)

**TOLL GATE**  
in Slingerlands

# New Home

The Latham office of Fidelity Bank has tripled its physical size by moving into a new building just completed on a site adjoining the temporary structures that housed the bank during its first two years of operation.

Fidelity Bank first opened on January 3, 1966. Acceptance was

immediate and within two weeks deposits totaled \$1 million. The forecast for the first year was \$3 million in deposits but the bank ended up with \$4.7 million. The 1967 total is expected to reach \$8 million.

Business has been great at this "center of total banking in Colonie." Services have been expanded constantly, and new per-



PAT RYAN, president of the bank, might have preferred a Galway green ribbon, but it was traditional blue nylon cut by William K. Sanford, supervisor of the Town of Colonie, to symbolize the readiness for business of Fidelity Bank of Colonie's beautiful \$300,000 new Latham Office last Tuesday morning, on the bright, sub-zero second anniversary of the bank's opening. Pictured with Mr. Sanford are these directors and officers of Fidelity Bank (left to right): James E. Conway, attorney; Harry J. D'Agostino, Bookstein, Zubres & D'Agostino; Norris MacFarland, president of MacFarland Construction Co.; Mr. Sanford; H. J. Sidford, Jr., architect of the new building; Patrick J. Ryan, president of Fidelity Bank; T. Milen Rhodes, president of Nationwide Tours, Inc. and Judson R. Escalante, vice-president and secretary of Fidelity Bank. The new building has triple the working space of the temporary structures which formerly housed Fidelity Bank and provides a new convenience in outside drive-up and walk-up tellers' windows. Many Tri-Village residents are among the depositors. "Not many customers walking up this morning!" said Mr. Ryan at the ceremony, as the thermometer edged up toward zero!



This photo was taken just before special preview reception for stockholders.

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 — DON'T GO MILES FOR LOW PRICES —  
 PATRONIZE YOUR LOCAL DEALER  
 MONDAY-THURSDAY, 9:30-9:00 — FRI.-SAT., 9:30-10:00  
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Large selection
- Most of our fine Silver Holloware  
20% off
- Select group Diamonds—Large Selection—20% off
- Most Watches 20% off  
—A few 50% off  
only famous names
- Stemware—20% off  
odds & ends 75% off
- Giftware Most 20% off  
Some 50% off
- Clocks Most 20% off
- Fine China—20%  
to 70% off

Many—Many other items  
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sonnel added. The temporary structures were beginning to strain at their seams.

Architects H. J. Sidford, Jr. and Graham Williams were engaged to design a new bank building. In March of 1967, ground was broken by Cassello Construction Co. and the building was ready, on December 16, for a special preview reception for stockholders of the bank.

Although business is already being conducted in the new building, its opening was not "official" until the Grand Opening, when ribbon-cutting ceremonies were held on Tuesday, January 2, 1968. There were free gifts for all — even the "free samples" invariably requested by wags at a bank ceremony.

The bank is offering a choice of free gifts to anyone opening a \$50 checking or savings account during the month of January. Gifts include a dinnerware set, coffee set, glassware set and socket-tool set. All visitors will have a chance to win the Ethan Allan buffet/hutch in which the gifts are displayed at the bank.

The new building is a symphony in bronze glass and complementary earth colors. Symbolic of the fact that the bank is open 50 hours a week is the unusual openness of its design: visibility is unobstructed looking in or out. Architectural lines are classic in simplicity. The

interior is ultra-modern in concept, being planned for optimum function as a bank, with traffic flow unimpeded and vital service areas easily and naturally accessible.

The interior was designed around the basic esthetic and functional importance of the vault. The total effect is of quiet beauty, with modern, comfortable furniture and draperies, carpets and certain wall areas creating points of color interest.

A new Fidelity Bank service is provided by drive-up and walk-up tellers. The depository is open 24 hours a day, 7 days a week.

Fidelity Bank offers full service for every business, family and personal need.

The Personal Banking Division offers checking accounts, savings accounts, savings certificates, personal loans, collateral loans, homes improvement loans, money orders, travelers checks, travelers letters of credit and, of course, banking by mail in both divisions.

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Fidelity bank of Colonie is a member of the Federal Deposit Insurance Corporation.

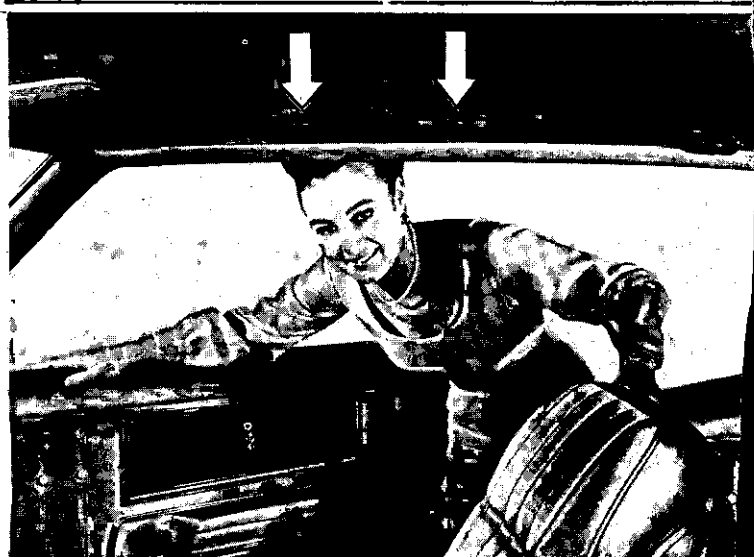
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All hardtop passenger cars built after January 1 will be equipped with shoulder harness. For convenient out-of-the-way storage while entering or leaving the car, two spring-type clips (arrows) fitted into the roof railing hold the folded harness neatly above the window. Nancy Ann Townsend demonstrates the unobstructed entrance to a Chevrolet Caprice coupe without fear of a dangling harness disturbing her hairdo.

**ADDITIONS TO ART P'G'M.**

The active Bethlehem Art Association announced new additions to its winter schedule this week:

At a recent dinner meeting, Philip Yenawine, regional representative of the New York State Council for the Arts, discussed the Council's program, and made arrangements with the Association for exhibits and programs to be held throughout 1968.

A regular sketch class, held every Wednesday night at 8 is being run at the Association's Studio at 231 Delaware Avenue.

Also at the Studio, Joseph Roberts is conducting art classes for children. The classes are in session on Saturdays from 10 until Noon.

A general meeting will be held on Monday, January 15, 8 P.M., 231 Delaware Avenue.

**TOO LATE TO CLASSIFY**

**MERCHANDISE FOR SALE**  
 ANTIQUE drop-leaf table, seats 10; four Sheraton Hitchcock chairs, original seats—stencils, \$400. Will consider offers. HE 9-1690.  
 BLACK Persian lamb ¾ length fur coat with white mink collar, size 14-16, \$150. HE 9-5170.  
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**HELP WANTED**  
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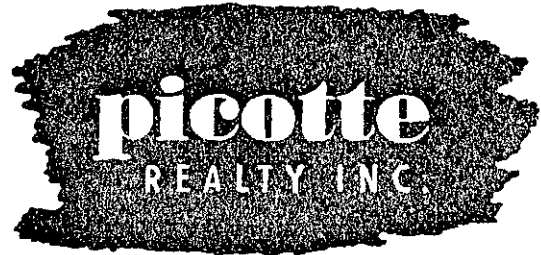
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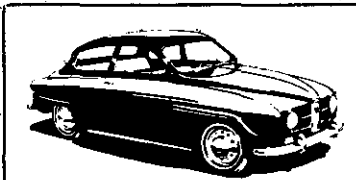
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