

The Spotlight

CONTROLLED CIRCULATION PUBLICATION

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AUGUST 29, 1968

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\$.10 per copy



Ariel Goodrich (left), treasurer of the Bethlehem Babe Ruth League, presents Ralph Hammersley, Jr., Executive Director of Blue Cross and Blue Shield of Northeastern New York, with the 1968 Winning Team Sponsor's Trophy. Mr. Goodrich is Manager of the Accounting Department at Blue Cross and Blue Shield.

Fly the Flag

In a continuing effort to have display of American flags on specific holidays, particularly by service men and women, the Nathaniel Adams Blanchard Post, 1040, American Legion will again offer for sale 3 by 5 cotton bunting 50-star flag kits with jointed pole, halyard and bracket for \$3.50 complete.

Kits may be purchased at the Post or from flag chairman George Reeber, 524 Kenwood Ave.

As an added incentive, we will give a flag kit FREE to any Vietnam veteran in the Tri-Village area.

New Students

New students to the Ravena-Coeymans-Selkirk Junior-Senior High School will be welcomed in a special orientation program to be held on Wednesday, September 4, beginning at 10 A.M. the day before the regular opening of school.

The entire seventh grade will attend a special two-hour session which will include going through an abbreviated daily schedule of all classes. An opportunity will thus be afforded for these youngsters to meet their teachers and locate their classrooms.

Other new students in grades 8-12 will be welcomed during a

Novel Course

Instead of a vacation trip this Summer, Charles M. Lacy, 3 Becker Terrace, Delmar, a 25-year member of the Delmar Community Orchestra, chose Hofsted College at Hempstead, Long Island, for a special course in violin repair and maintenance. The school staff consisted of three men who are well-known tutors and bow makers.

The "students" came from as far away as Anchorage, Alaska; San Diego, California; and Boulder Dam, Colorado.

The aim of the course was to alleviate the acute shortage of capable violin repair men. Hardest hit by the lack of good repairs has been the public schools.

Mr. Lacy is now back at his home on Becker Terrace, confident that he can be of help to the players of string instruments throughout Capitaland.

separate and shortened program. They will meet with members of the administration and guidance staff and be taken on a tour of the building by a group of student guides.

Busses will pick up all new students beginning at approximately 9 A.M. at regular pickup points. New students in grades 8-12 will be taken home at 11 A.M. The 7th grade dismissal will be at 12 noon.



Gary R. Van Allen, 24, of Elm Avenue, Delmar, son of Mr. and Mrs. John R. Van Allen, was graduated from the New York State Police Academy on August 23. He and 191 other candidates had been in training for the past 16 weeks. He was graduated from Bethlehem Central High School, Delmar, in 1961 and attended the Central University of Iowa, Pella, Iowa. Prior to joining the State Police, he was employed by American Telephone and Telegraph, Newburgh. He served in the U.S. Army from 1962 to 1965.

Chicken Barbecue

On Saturday, September 7, the Delmar Kiwanis Club will serve a Family Community Chicken Barbecue at Sunny Acres Day Camp on Elm Avenue Extension.

Chairman Raymond Neubauer, predicts that more than a thousand people will be served just about the most delicious barbecued chicken they have ever tasted. Servings will be at 12 noon, 2, 4, 6 and 8 P.M. And you may drive in, order your barbecues to go, and take them home. Prices are \$2.50 for adults; \$1.50 for children.

The main attraction for the day will be presented (if weather permits) at 5 P.M. when First Vice-President Gilbert Lewis descends in his "Golden Bear II" balloon.

Town Supervisor, Bertram Kohinke, has volunteered to supervise the ground crew for Mr. Lewis' descension.



Samuel Einstein, violin restorer and repair man, tests a viola which he has just finished checking and adjusting. Mr. Einstein was one of the instructors for violin repair men held at Hosted College this summer. Charles Lacy of Delmar is at the left.



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It's Coming!

The time is here for area artists to get thinking about the annual Bizarre Bazaar at the Delmar Public Library. 'Tis a wonderful time of year to get out your paints, go out landscape painting and get a tan. Inspirations for still lifes are all around. As for models - this is the leisure time of the year so now is your chance to get the one who is always too busy to sit.

October 4, 5 and 6 are the dates to set aside. As this will be the tenth anniversary of the library outdoor art shows, very special prizes and awards will be presented in all groups and categories.

Horse Show

The Hoof beats & Clatter 4-H Club is planning a Horse Show to be held on September 8 at 10 A.M. at Marsh's Locust Knoll Farm, Clarksville. It is an open show including classes for all ages and types of riding with English, Western and pony divisions, and fun classes.

This show has become an annual event by popular demand and is planned and engineered by the club members as a part of their Horsemanship project. The committee in charge includes Nancy Tambasco, Donna Wright, Katie Pauley and Mary Boone.

LETTER

Letter to the Editor:

The family of Peter William Jones III would like to thank their many friends and relatives for helping to ease the pain of their loss by the kindness shown during the recent tragedy which took the life of their beloved one.

Thanks also to the Police Department of the Town of Bethlehem for their special consideration.

Mrs. Peter William Jones III
Scott, Peter and Todd Jones
Mr. & Mrs. Peter William
Jones, Jr.
Miss Judi Jones.

Good Record

At the close of its 24th annual "Learn-to-Swim" campaign, the Albany Area Chapter of the American Red Cross announced an increased attendance of 400 swimmers for the 1968 season. This year's grand total, including all programs, in Albany, Greene, and Southern Rensselaer counties, was 8,292, who were instructed by 1,077 volunteer assistants.

South Colonie's program, under the direction of Al Cahill and

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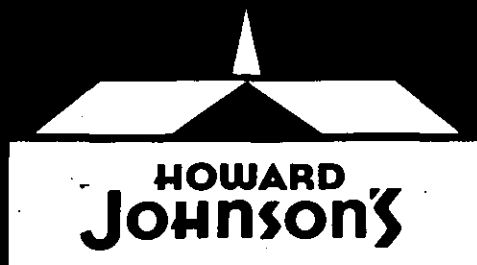
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Mrs. George Gepfert, topped the list at the large Colonie Town Park facility with a total of 1,075 students and 93 volunteers. Ravena-Coeymans, directed by Helky Frangella and Peter Racene, was second with 664 students.

Of course, size alone cannot measure the success of a program. The Red Cross firmly believes that true success can only be realized when dedicated instruction is present at each station. Throughout the area programs, this kind of dedication was constantly demonstrated by the volunteer staffs.

The Red Cross expressed deep appreciation to the public and private pool owners who contributed their facilities to the 30 separate programs.

New Trustees

William L. Pfeiffer, President of Albany Savings Bank, has announced that the board of trustees has elected Joseph H. Murphy, New York State Commissioner of Taxation and Finance, and Edgar A. Sandman, President of First Trust Company of Albany, trustees of Albany Savings Bank.

Mr. Murphy has held his present position since being appointed to the post in 1959 by Governor Rockefeller.

Mr. Murphy, General Chairman for the 1969 Albany Community Chest Red Cross Joint Appeal, is ex-officio President of the State Tax Commission. He was born in Syracuse, N.Y., on November 24, 1916. He is a graduate of the Syracuse public schools and of Syracuse University where he earned his Bachelor of Arts in 1937, cum laude, Master of Arts in 1939 and Bachelor of Laws, summa cum laude, in 1940.

Mr. Murphy has practiced law since 1940. He and Mrs. Murphy, the former Helen McGuire of Syracuse, live at 28 Upper Loudon Road, Loudonville, New York. The Murphys have five children: Anne W., Joseph Jr., Robert J., Sarah B., and Nelson A.

Mr. Murphy is the son of Ruth Hawley Murphy and the late Joseph B. Murphy, an attorney of Syracuse, New York.

Mr. Sandman, employed by First Trust Company of Albany since 1946, an officer of the company since 1951, and its president since May of this year, is a graduate of Union College and Albany Law School.

He is presently a director of the Albany Community Chest, Inc., Albany Area Chapter American Red Cross, and the Albany Symphony Orchestra; a member of the Advisory Board of the College of St. Rose and Chairman of its Finance Committee, and a member of Bankers Trust Company, New York, N.Y. — Advisory Committee — Uptown.

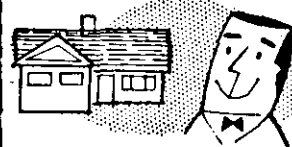
Mr. Sandman is also New York State Chairman of the Foundation for Commercial Banks, and is a Trustee of St. Peter's Hospital of Albany and St. Gregory's School, Loudonville.

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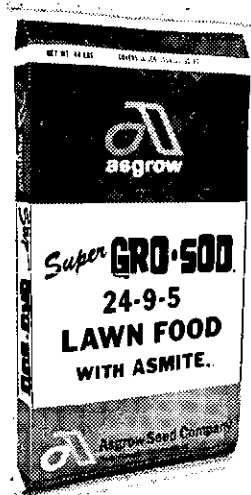




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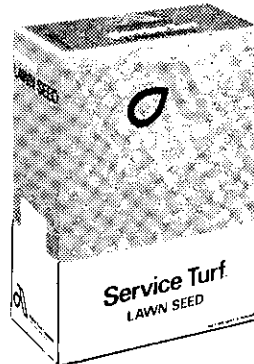
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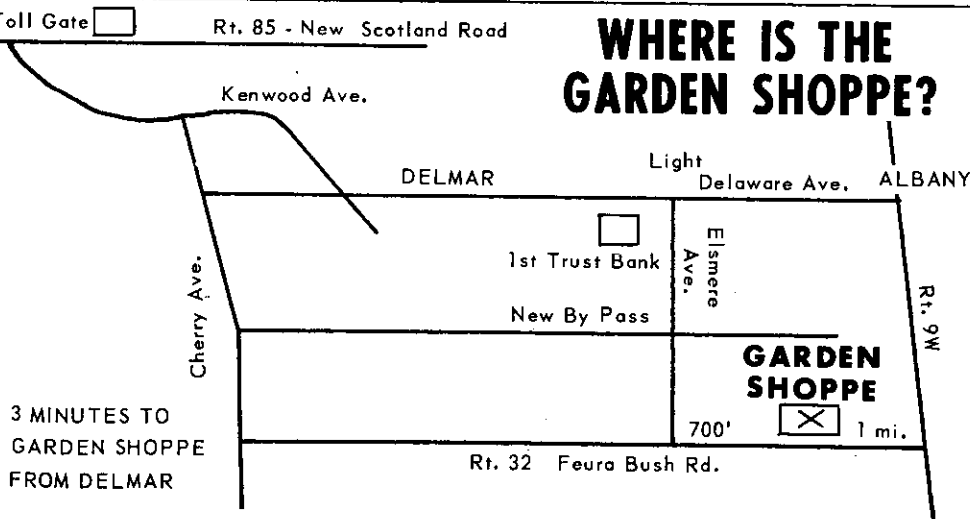
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All sessions have been classroom tested, are continuously updated and integrated into a unique and immediately useful program aimed at improving the communications ability of the student.

According to Harry Shave, PRI director, two scholarships are available - the Thomas H. Fleming '66 Scholarship and a second grant, funded by the Professional Public Relations Council of the Capital District.

Prospective students are advised to apply early as enrollment is selective and limited. Further information may be ob-

tained by contacting Albany Business College.

River Added

New York State Conservation Commissioner R. Stewart Kilborne has announced that the jurisdiction of the Bureau of Marine Fisheries has been extended to include the Hudson River from the southern tip of Manhattan Island up to the Tappan Zee Bridge. The bureau also has jurisdiction over the Marine District which is described in Section 300 of the Fish and Game Law as "the waters of the Atlantic Ocean within three nautical miles from the coast line and all other tidal waters within the state, except the Hudson River northerly of the south end of Manhattan Island."

Regional Offices of the Division of Fish and Game have jurisdiction over the Hudson River above the Tappan Zee Bridge.

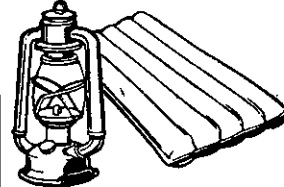
The Commissioner also said that all work involving marine

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species inhabiting the Hudson between the Tappan Zee Bridge and the Troy dam will be closely coordinated between the Bureau of Marine Fisheries and the Regional Offices.

This change is another step in a continuing program that is placing increased emphasis on Hudson River resources. Noting that the Hudson contains both salt water and fresh water species, the Commissioner said his directive is designed to provide more efficient management and insure that sporting and commercial interests in the Hudson are adequately considered.

est for the fall, and local rate cards from all six area daily newspapers are included. Also contained are a few scoops on two new stations. The Factbook is in handy form and be obtained at nominal cost by calling 768-2258.

Promoted

Dr. Reuben J. Silver of Delmar has been promoted to the rank of professor in the department of psychiatry at Albany Medical College. His advancement was announced by Dr. Harold C. Wiggers, executive vice president and dean of the Medical College.

A graduate of Northeastern University, Dr. Silver received his M.A. from Harvard University and his Ph.D. in psychology from New York University in 1951. He served on the faculties of the University of Minnesota Medical School and St. Olaf College before joining the Albany Medical College faculty in 1962.

In addition to teaching medical students and house staff physicians, Dr. Silver is involved

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Rate Directory

A booklet of Radio, TV and Newspaper rate cards has been compiled by two area high school students. The publication, The Tri-City Broadcasting Factbook, includes coverage maps, technical information, personnel lists and addresses, including the complete local rate card for each station.

The TV Rate Cards are the lat-

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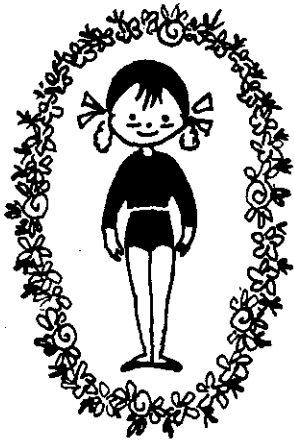
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with psychotherapy and research and has authored and co-authored numerous articles. He is a member of the New York State Psychological Association, the American Psychological Association and the Psychological Association of Northeastern New York, of which he was president in 1966.

New Manager

Dr. Thomas A. Luckenbach of Elsmere has been named Manager of the Physical and Chemical Research Section of the Huyck Research Center in Rensselaer, according to an announcement by Dr. Forestier Walker, the Center's Director. Dr. Walker stated that Dr. Luckenbach's promotion along with other changes in staff assignments have been made to ensure that the Huyck Research Center continues to be fully responsive to the ever-changing technical requirements of the paper industry.

Dr. Luckenbach will direct a team of specialists developing new techniques for measuring felt and fabric performance. His Section will be directly involved in establishing and standardizing testing methods to facilitate exchange of more meaningful performance information between papermakers and the Company's Divisions. The three other sections within the Research Center will also be added by experienced scientists from within the present organization. Dr. Thomas B. Fleischer will be Section Man-

ager of the new Felt and Fabric Research Section concentrating on research and development of forming fabrics, dryer fabrics, press felts, chemical treatments and finishing processes. Rudolph Walser will head the Engineering Research Section working on the design of new drainage system including hydrofoils, suction boxes and other drainage devices. This Section also will be concerned with the mechanics of advanced dryer technology.

Lawns Need A Helping Hand

Now that fall is approaching, we can help improve our lawn by aiding nature. In the fall, nature provides lawns with the cool, moist weather that our grasses need. It's up to us to provide the necessary food and soil conditions for improving our lawns.

Generally speaking, lawns are hungry. Even if you fertilized last spring, your lawn will respond to an application of fertilizer this fall. Feeding in the fall gives the grasses a chance to spread out and fill in any bare spots left by weeds.

If your soil has not been tested for lime needs within the past 3 to 5 years, now is a good time to have it done. Most soils in this area are naturally acid. However, without a soil test, it is impossible to tell if lime is needed and how much is needed. The Extension office and most garden centers

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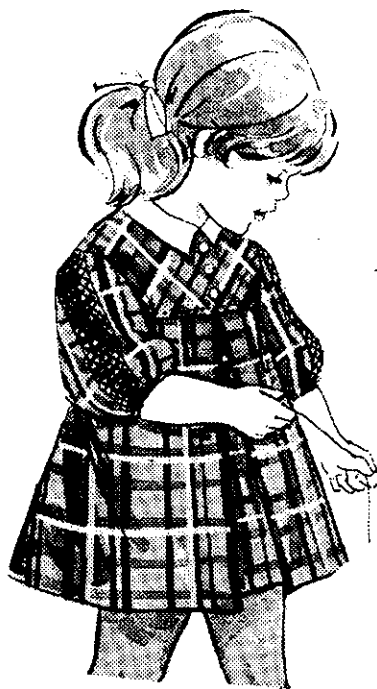
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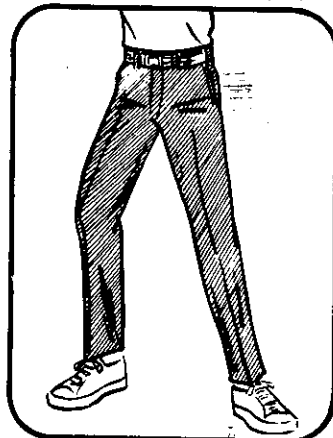


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The Light Touch

By Bob Jackson

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Offer some folks a penny for their thoughts, and you're overpaying.

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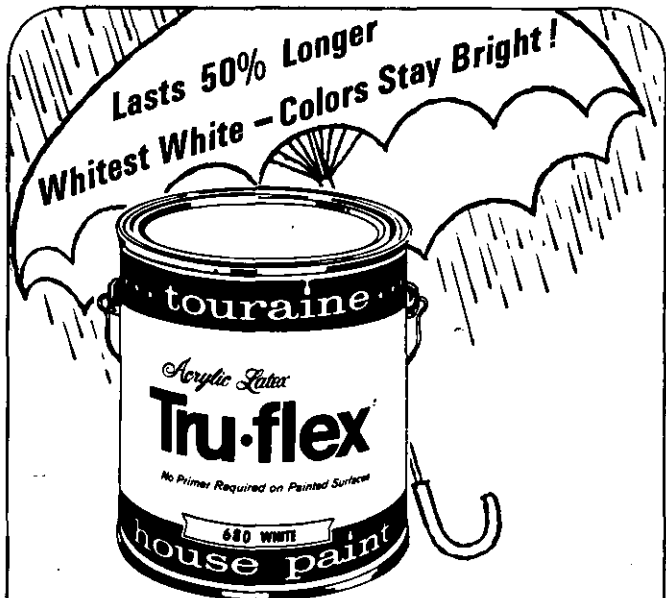
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We will be closed Sat., Aug. 31st to give all of our employees an extra long Labor Day Holiday!



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are equipped to test your soil for lime needs.

Is your lawn weedy this year? Most broadleaved weeds are easily killed by applying weedkillers with a spray or as granules. 2,4-D will kill many broad leaved weeds. Silvex (2,4,5-TP), Dicamba ("Banvel D") or MCPP are more effective if your main weeds are chickweeds. A combination of 2,4-D plus one of the chickweed killers will control most all broadleaved weeds including clover in your lawn. Care must be taken not to use these weed killers near ornamental plants. Even traces left in a sprayer can damage or kill some desirable plants. For this reason it is best to reserve one sprayer for lawn use and one for use with ornamental plants, or using the granular materials in the lawn spreader, eliminates this problem.

Fertilizer and lime, and weed-killers if needed, will help nature provide you with a better lawn this fall and next year.

For more detailed information, request the free bulletin, "Home Lawns," from the Extension Office.

4 Promoted

The promotions of four faculty members in the department of pediatrics at Albany Medical College have been announced by Dr. Harold C. Wiggers, executive vice president and dean.

Dr. Edwin M. Pesnel of Delmar has been named to the rank of clinical associate professor of

pediatrics. Promoted to clinical assistant professor are: Dr. Richard M. Ball, Albany; Dr. William J. Boland, Latham; and Dr. Anthony P. Mastrianni, Albany.

Dr. Pesnel, a graduate of Albany Medical College, received his undergraduate education at Cornell University and served his residency at Albany Hospital. He joined the Albany Medical College faculty in 1946.

Dr. Richard Ball received his B.A. degree from Syracuse University and his M.D. degree from the University of Lausanne School of Medicine in Lausanne, Switzerland. He served his internship and residency in pediatrics at Albany Medical Center Hospital and completed subspecialty training in pediatric allergy at the Strong Medical Hospital in Rochester. He joined the Albany Medical College faculty in 1965.

Dr. Boland is a graduate of Siena College and Albany Medical College. He served his internship and residency in Albany Hospital. Dr. Boland was first appointed to the Albany Medical College faculty in 1955.

Dr. Mastrianni received his B.S. degree from Union College and his medical degree from McGill University in Montreal. He served both his internship and residency in pediatrics at Albany Medical Center Hospital, joining the faculty of Albany Medical College in 1960.

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Child Photography

John Collins
482-2467

New Nail-on Panels

Panels of fiberglass masonry that look and feel like real brick and stone but just nail on the wall are now on display at Delmar Lumber Co., 340 Delaware Ave., Delmar.

Called ROXITE, the new building material is made with real brick and stone colors and materials bonded into panels of Owens-Corning Fiberglas. Brick colors are antique red, palos buff, colonial white and terra red. The panels of 24 brick faces are applied with just four nails, and are pre-mortared for fast, do-it-yourself application.

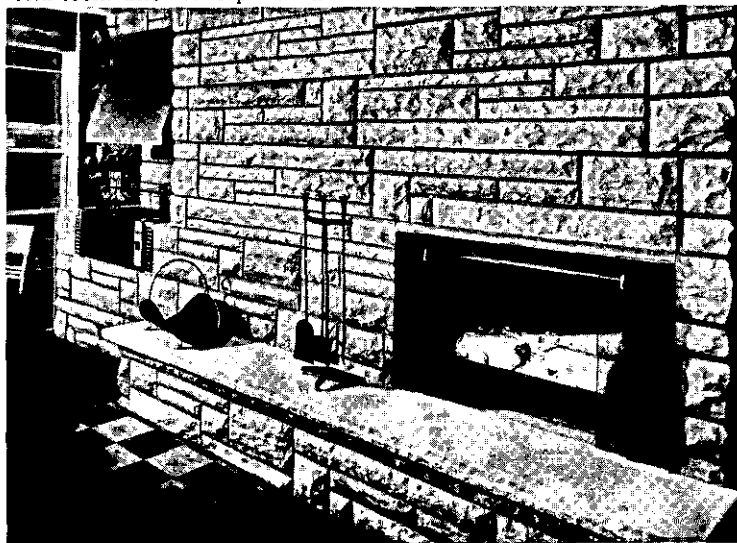
Stone colors are georgian white marble and the rich, warm sierra blend. The deep stone mortar lines are filled with Roxium grout after the panel is nailed on to give a finely-finished custom look. The stone panels have

the realistic textures of hand-chiseled stones.

Free instructions at the Roxite display center illustrate how to apply the panels anywhere in the home - in living rooms, recreation rooms, kitchens, entranceway, on patios or as room-divider planters. Roxite is often used with matching corners or edge-stones for a wainscot several feet high, or for full walls inside or outside the home. It is waterproof, and because the colors are bonded in, it never needs painting.

Sewing Lessons

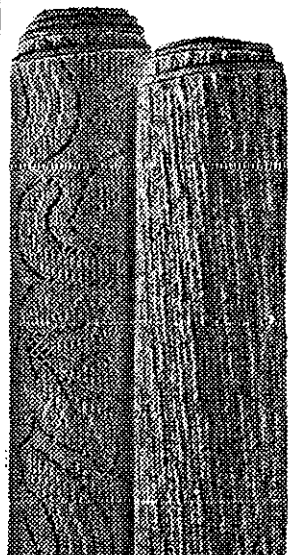
A series of six television programs on "Beginning Sewing" will start on Table Talk on Wednesday, September 4, at 7:30 a.m. on WAST, Channel 13. During these programs, Mrs. Eleanor J. Wages, Table Talk hos-



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Barbara Roland and Mrs. Eleanor Wages

tess, will construct a little girl's dress suitable for school wear. Barbara Roland, daughter of Mr. and Mrs. Ralph Roland of Schenectady, will model the dress during the series.

The first program will include instructions for selection of pattern, fabric and sewing supplies. Mrs. Wages will demonstrate how to measure a child for proper pattern size selection and advise viewers on selecting a simple and easy-to-sew pattern.

To enable viewers to more accurately follow the televised sewing instruction, a packet of sewing booklets and program guides can be obtained by sending \$1.00 to: "Beginning Sewing," Box 1096, Albany, N.Y. 12201.

Table Talk is an educational program for homemakers presented weekly by the Home Economics Division of Cooperative Extension in area counties.

Greetings!

Robert J. Uplinger, Lions International Third Vice President, Syracuse, New York, flew

to Albany recently to greet Dominique Ventura and Denis Carnot, Lions Youth Exchange Students from France. Mademoiselle Ventura lives in Cretail, France, and is presently staying with Bol-eslaus and Anne Bogdan of Rotterdam. Monsieur Carnot hails from Nice, France and is a guest in the home of Charles and Dolores Button of Niskayuna. Before returning to their homes, these young people will each have resided with four different local Lion families and have visited many points of interest in our communities. Their stay is being sponsored by the Rotterdam and Niskayuna Lions Clubs.

Both youngsters together with their Lion parents, District Governor James E. Kent of Guilderland, District Youth Exchange Chairman, Maj. John Hansen of Bethlehem and Past International Director Henry McFarland of Albany, met International Vice President Uplinger at Albany Airport, where they discussed the contribution the Lions Youth Exchange Program is mak-

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---	--

SUGAR CURED BACON 2 lbs. 1.00 WHY PAY MORE?	VEAL, CUBED STEAKETTS lb. 69¢
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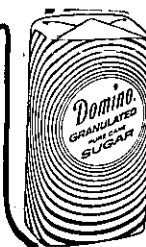
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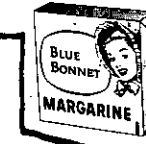
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WHITE BREAD 12 oz. LOAF **8¢**

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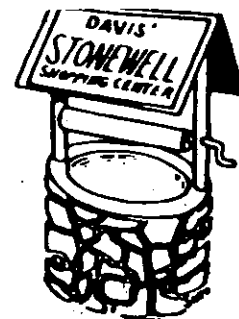
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FILLER PAPER 300 SHEET **59¢**
SCOTCH MAGIC TAPE - 25¢
1/2 x 400" Roll



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ing to world understanding and the creation and perpetuation of a "free world."

Mr. Uplinger stressed that the Youth Exchange Program is fostering personal friendship and understanding by the people of all nations and how Lions are the leaders in a common cause to cultivate concern, tolerance and consideration for the individual rights of all men. He said that he felt that through the program Lions were promoting a broader acquaintance with the youth of other nations, their customs and ideas, and that it was the hope of the Organization that the program would help develop a sane, sensible and richer adulthood so that the boys and girls of today may become leaders of tomorrow's nobler and more advanced civilization.

Weevils, Out!

Cornell University researchers have developed an efficient means of spraying alfalfa stubble for elusive weevils that now pose a growing menace to hay production in New York State.

A simple, inexpensive spray rig that can be easily attached to the conventional hay mower-conditioner has been designed

by Prof. Joseph K. Campbell, agricultural engineer, N.Y. State College of Agriculture at Cornell.

Developed in cooperation with Prof. Robert R. Seaney, agronomist, and Prof. Carl C. Lowe, plant breeder, of the college, the spray attachment is now ready for adoption by hay growers.

"It's a real time-and-labor saver, doing many things at one time," says Campbell. "A combined conditioning and spraying operation literally cuts in half the amount of time it now takes to cut, condition, and spray."

Aside from the labor-saving factor, the spray equipment offers other advantages. It is attached to the rear of the conditioning rolls in such a way that the hay vaults over the spray boom.

"This allows the stubble underneath to be sprayed with only minimal contact to the fresh hay being harvested," notes the Cornell agricultural engineer. "Thus, attack on weevils takes place at an opportune time."

With this equipment, stubble treatment is complete and skip-proof because spraying is done at the same time hay is being cut. "It covers every inch of the field," Campbell points out.

A series of field tests shows that two spray nozzles attached

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to a nine-foot boom do the best job.

Those who have time to spare during the coming months will have ample opportunity to look into this new system and perhaps build such a unit to get ready for the weevil attack next year," the agricultural engineer suggests.

Campbell is preparing a booklet containing detailed instructions on how to build one such unit. The estimated cost is less than \$150 for parts and material that include a spray tank, pump, strainer, boom, two nozzles, and a pressure regulator and gauge.

NEW HOURS

Mrs. Barbara R. Rau, head librarian at the Delmar Public Library announces that the fall and winter hours at the library will go into effect on Tuesday, September 3rd. The library will be open on week days from 12 noon to 9 P.M. and on Saturdays from 10 A.M. to 5 P.M.

TEXTBOOKS DISTRIBUTED

Textbooks for Non-Public School Students will be distributed at the Bethlehem Central Senior High School - Room 65 - on September 3rd, 4th, 5th and 6th from 3 p.m. to 4:30 p.m.

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FACT HUNTERS WANTED: TOP PAY

By Robert Allen

Do you have an analytical mind? A Wall Street career may be your cup of tea.



A few years ago many college students ignored finance and chose the then glamour industries — advertising, television, public relations, electronics.

Not any more. Today, young people know that Wall Street offers a variety of jobs starting at salaries up to \$10,000 — even higher for some skills.

Research is one job category. As the ranks of investors grow — there are 24,000,000 shareholders in the United States today, four times the 1952 figure — the big investment and brokerage houses expand their research facilities to give maximum service to their customers.

Investment researchers, called security analysts, dig for facts about a company. There are 1,500 firms listed on the New York Stock Exchange, 1,200 on the American Stock Exchange and thousands of smaller companies whose shares are traded in over-the-counter markets.

Security analysts look far deeper than just sales and earnings. A corporation's health may depend upon patents, new products, labor contracts, competitive imports, production and distribution facilities, costs of materials, and various factors in the industry involved. Analysts examine trends and data in these areas and then investigate a company's financial position, including its debts, in the form of bonds and loans; its assets in plant, equipment and raw materials, and its shareholders' equity or "net worth," represented by retained earnings and by preferred and common stock outstanding.

Even when these facts are gathered and studied, the research analyst has just begun his

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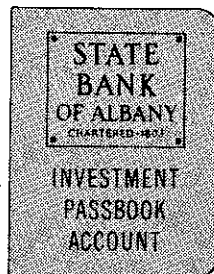
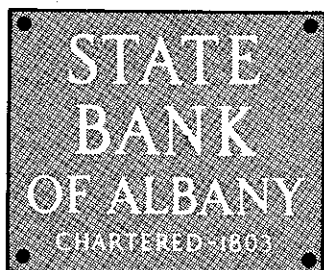
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SPOTLIGHT CLASSIFIEDS
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job. He must now evaluate his findings and come to a conclusion. Does company "A" appear to have good short-term earnings prospects, or will it be several years before profits can be expected to rise significantly?

What about company "B" in the same field? Does it have stronger management than company "A"? Is a new company "C" getting ready to compete with "A" and "B"? Is "A" thinking of merging with "B"?

Finally, the analyst must decide which company's stock, if any, merits purchase, or which should be sold. Most analysts today tend to specialize in certain industries—mining, oil, aviation, electronics, food, housing, automobiles, or other key areas.

How high do they go? "There is almost no limit to the opportunities or to the ultimate earnings levels for exceptional analysts," says Hans G. Jepson, vice president in charge of research at Dominick & Dominick, Incorporated, a nation-wide investment banking firm.

"Many top Wall Streeters have come up through research departments," Mr. Jepson added. "The quality of investment research is the essential ingredient in our business."



An Ice Cream Favorite

Peach melba was invented by a French chef in London to honor an Australian. In spite of the involved international heritage, the dessert is simple. Top scoops of vanilla ice cream with peach halves; add Melba Sauce.

Melba Sauce

- 2 teaspoons corn starch
- 1 tablespoon water
- 1/2 cup light corn syrup
- 1/2 cup currant jelly
- 1 cup fresh or 1 (10-ounce) package frozen raspberries or strawberries, thawed

Mix corn starch and water in small saucepan. Stir in light corn syrup, jelly and raspberries or strawberries. Cook over medium heat, stirring constantly until mixture comes to a full boil and boils 1 to 2 minutes. Remove from heat. Strain. Cool slightly. Makes about 1 1/4 cups.

Brides!

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Newest Electronic Craze

One of the reasons the "swinging generation" is swinging is that no matter where they go, young people today are surrounded by sound.

The general availability of sound reproducing electronic devices — record players, radios, tape players — at prices that are right has created a "sound revolution" — an explosion of sound welcomed by older generations as well.

The latest impact is being made by tape cartridge players, which combine the fidelity of magnetic tape recording with the convenience of the film-pack camera. Already the growth rate for sales of tape cartridges and players exceeds that of color television and shows no signs of leveling off as the sound revolution gains more and more supporters of all ages.

The tape cartridge movement was started in 1965 when the Ford Motor Co., after rigorous testing, adopted the 8-track stereo system, designed and produced by Motorola, Inc., as a factory or dealer installed option in its new cars.

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What's the sense of paying \$15.00 per sq. ft. for space you can't use?

Tom Allen chose electric heat for his new home. Building a new home is a big financial step for Tom, as for many new home owners. Space is valuable, in dollars and in service.

Electric heat made sense . . . paying for square footage that couldn't be used didn't. Tom, his wife Mary, Suzy and baby John will live in every inch of their new home. They'll have a playroom and a laundry room in their basement. And that's all they'll have. Their electric ceiling cable heat will be invisible.

Electric heat made a lot of sense to Tom. He wanted a home that's comfortable and trouble-free. No heating is as dependable or efficient as electric heat.

It's even, steady, draft-free heat. A thermostat in each room gives individual temperature control. Repairs? No such thing. There are no moving parts to break down. And electric heat is clean heat. That made sense to Mary . . . moving into a new house and pushing dirt around didn't.

The Aliens are sold on electric heat. The extra cost? Tom's not worried about that. His peace of mind and his family's comfort are worth it. He'll be the first to tell you

. . . you don't pay for electric heat
with headaches.

NIAGARA MOHAWK

Working hard to make electricity work harder for you

Today all the major car manufacturers offer 8-track tape systems as original equipment or dealer installed. Many other companies offer add-on units for cars, boats, and planes, home playback equipment, either with speakers or with jacks for existing stereo record players, and portable, go-anywhere cartridge players.

Although other tape playback systems are now available, the 8-track cartridge system remains by far the most popular, primarily because it still offers the best reproduction of sound and because the widest selection of recorded music on tape is available in 8-track.

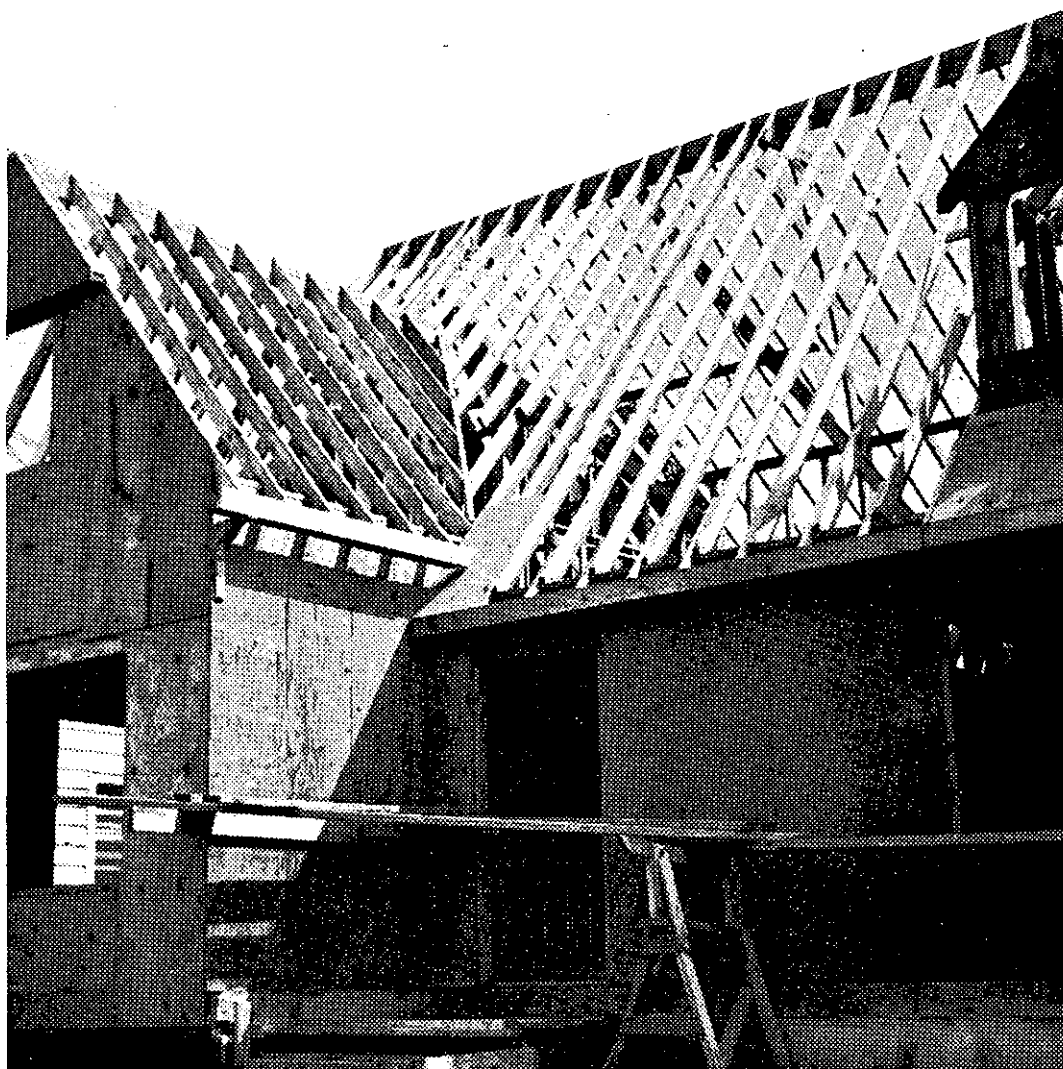
The 8-track tape cartridge is a closed plastic container, about the size of two decks of playing cards (5-1/2 inches by 3-3/4 by 3/4), enclosing a continuous loop of tape. The tape comes off the inner edge, or core, of the reel, moves past the magnetic pick-up head of the player at a speed of 3-3/4 inches per second, and returns to the outer edge of the reel.

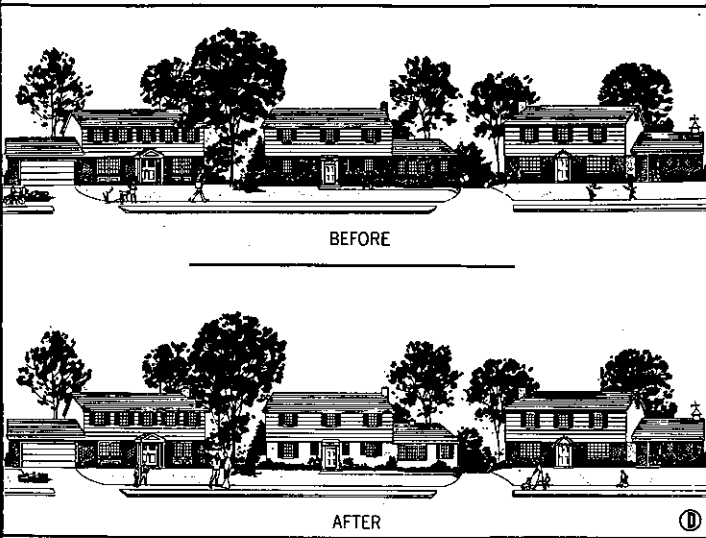
The system is called 8-track because the tape has eight separately recorded sound tracks — four stereo bands. Since the tape is on a continuous loop, the bands play in succession without stopping and at the end, the pick-up automatically shifts back to the beginning. Most 8-track units have selector switches to move the pick-up head from one band to the next. Eight-track cartridges provide up to 80 minutes of uninterrupted music.

The equipment and cartridges are available in appliance stores, music and record stores, automobile accessory stores and departments, and in specialty stereo shops. Costs for high quality equipment range from about \$80 to \$150.

Lower cost systems adapted from "voice recording" type equipment operating at slower speeds are available, but at a sacrifice in sound quality.

When considering tape systems, the prospective buyer should follow two main guidelines; determine the speed of the machine, because the faster the tape moves past the pick-up head, the higher will be the quality of the sound; and determine how broad the library of your favorite type of music is to be assured the widest possible selectivity.





The man in the middle can make his house look bigger and better by eliminating one color. Here the clapboard siding and dark brick (middle, above) were painted the same color with the same paint (below) and then trimmed with a second color. Notice how the home stands out.

COLOR CONSULTANT SAYS:

Fewer Exterior Colors Make Home Look Larger

Some suburbanites take better care of their homes than their neighbors do. But this extra effort isn't always apparent—not at first glance anyway.

A homeowner concerned about this situation might ask himself, "What can I do to make my house stand out as it should?"

"Well, for one thing he can analyze his problem," says Faber Birren, nationally known color consultant. "He can walk outside and take a long look at the three houses across the street—the one directly opposite his and those on either side of it.

"If his is the typical suburban development, all three are probably combination brick and siding—either clapboard or composition shingle. At least two of the three are probably red brick, with white clapboard or siding. All three are more than likely trimmed in a third color—be it blue red, green, yellow or maybe even black."

What then is the most obvious course of action for the "man in the middle"? What can he do to give his place that different look?

Mr. Birren, who makes a business of analyzing consumer prefer-

ences, has a ready answer.

"The simplest and most obvious thing he can do is to eliminate one color," Mr. Birren advises. "He can accomplish this by painting the brick and the siding the same color and then trimming in a complementary second shade. In so doing, he'll not only make his house look bigger, but it will also take on that 'different' description he so wants."

Mr. Birren, who serves as a color consultant for a number of business firms—among them the Du Pont Company—goes on to say:

"Solid color brick-and-siding homes used to be a rarity, simply because it was next to impossible to get matching masonry and wood paints. But with the development of latex house paints, homeowners can now cover both surfaces with one and the same paint."

How do clients of American Color Trends, the name of Mr. Birren's New York City-based firm, take advantage of his services?

Du Pont, for example, recently announced two new latex house paint developments — both de-



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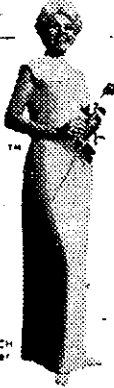
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Both the improved house paint and the new latex exterior enamel further reduce the painting effort and the over-all time of the job. No longer do users have to apply an oil-based primer, which takes two or three days to dry, or contend with additives which are time consuming and often messy.

The new house paint formula also features improved blister-resistance, better color retention, less chalking, and better resistance to soiling, while still embodying the popular 30-minute drying and soap-and-water clean-up. The new latex exterior enamel, meanwhile, offers every advantage inherent to an emulsion finish: ease of application, fast dry, easy clean-up, less effort and more leisure time.

No-primer "Lucite" house paint is an even further refinement of a product first introduced in 1960 for use in combination with a primer on new or bare wood and improved in 1963 to include use on previously painted surfaces in sound condition and carefully cleaned masonry. It is available in 20 ready-mix colors, including two new-for-'68 shades: barn red, and Newport gold.

Mr. Birren has just one final word of advice:

"Don't," he says, "settle on white without first considering the beautiful effects that can be obtained with light greens, blues, yellows, grays, and beiges."

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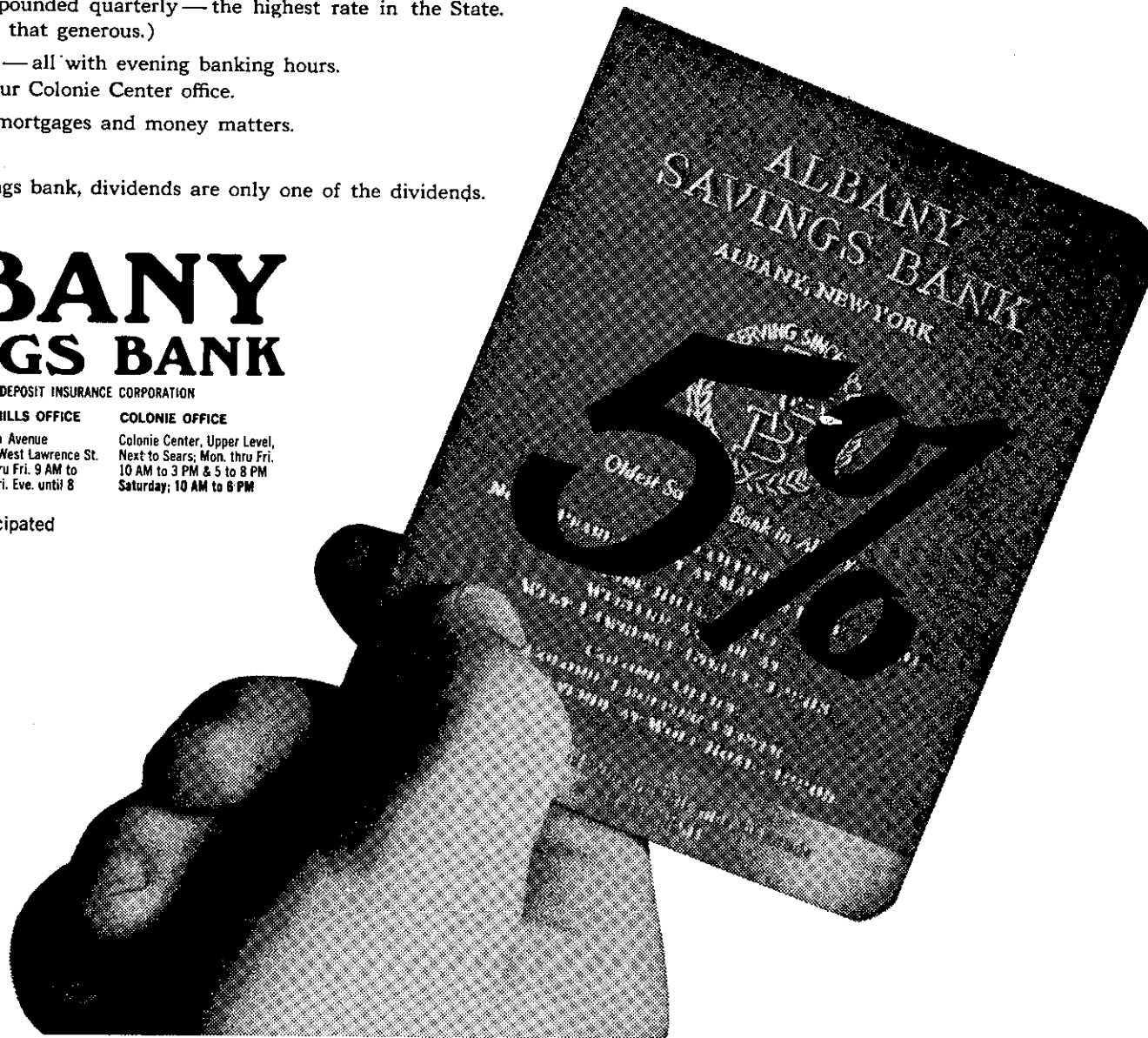
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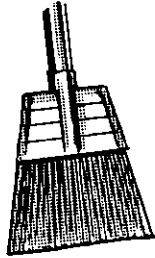
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But whom you ask is important. Certainly, not every one you run across during a session on the water is worth talking to, much less attempting to obtain information from. In short, seek out the expert.

Don't waste time with the individual who swings his rod like a flyswatter. He'll be no real help. Neither will the bank fisherman who usually resents what he considers an invasion of his personal fishing territory.

Look for the man using artificials, casting smoothly and with little effort. Often this type of person not only can give valid information, but doesn't mind sharing it with others.

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Good manners and courtesy are the mark of top-flight fishermen. Extend them always, and they'll be returned in kind. This means moving up to within talking distance, but without disturbing another's fishing. Never approach through a stretch of water he is going to fish.

Engage in polite conversation. Ask your questions. Keep them general about locations, depths, and lures. Don't expect to have the exact ledges and pockets pinpointed. These you must find for yourself.

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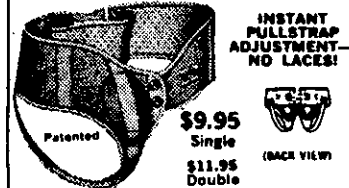
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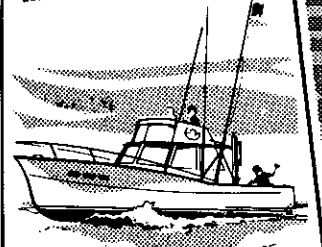
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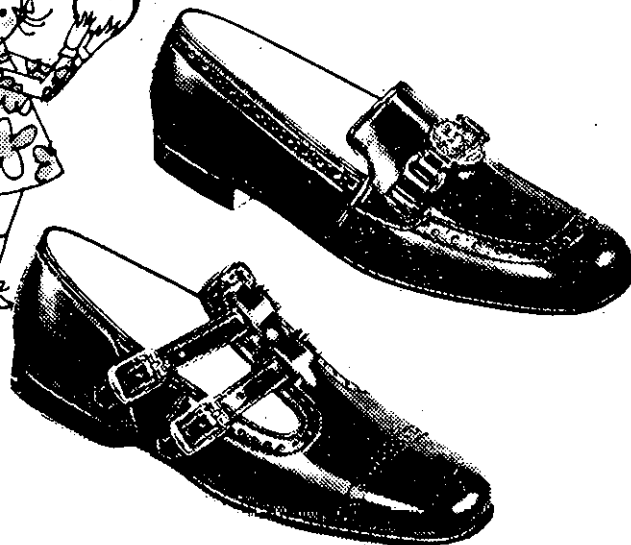
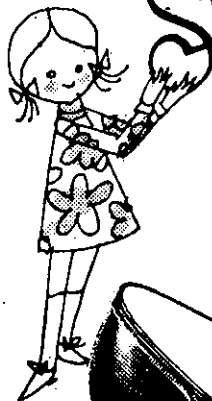
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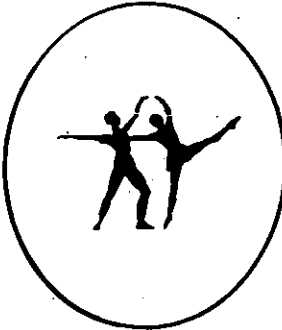
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SPECIALIZING in Breck, Realistic, Rayette and Caryl Richards permanents; hair tinting and bleaching. MELE'S BEAUTY SALON, Plaza Shopping Center. HE 9-4411. tf

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EXPERT workmanship in all phases of plumbing and heating. Fully insured. 24 hour service. No job too small. Call B.P. Wood, Plumbing & Heating. 439-9454.

ROTOTILLING
HAY CUTTING, rototilling. 439-1626 or 756-6876. 4t829

SCISSORS SHARPENED
SCISSORS sharpened, 6 pairs med. size, \$2.00 also pink shears saws, hair clippers, lawnmowers, knives, chain saws. Called for and delivered HE 9-5156 (if no answer - Call HE 9-3893). tf

SEPTIC TANK SERVICE
NORMANSKILL Septic Tank Cleaners. We install dry wells, septic tanks, drain fields. 767-9287. tf
DELMAR SANITARY CLEANERS
Serving Tri-Village area over 20 years. HE 9-1412. tf

WATCH REPAIRING
EXPERT WATCH AND JEWELRY repairs. Diamond setting, engraving wedding and engagement rings, reasonable. Your trusted jeweler, LeWanda, Delaware Plaza Shopping Center. HE 9-9665. tf
WATCH repairing, expert workmanship. All work guaranteed. Also engraving, diamond setting, watch bands, Harry L. Brown, Jeweler, 4 Corners, Delmar. 439-2718. tf

Wedding Invitations
WEDDINGS, invitations, announcements and party supplies. GROVER STATIONERS. 439-4475. tf

Spotlight Phone HE 9-4949

MERCHANDISE FOR SALE
PIANOS - MASON & HAMLIN, Knabe, Fischer, Weber and Stark, also fine selections of slightly used pianos. Call A. Andrew Gigliotti. HO 3-5223. tf
ALUMINUM siding, windows, doors, and gutters. Mike Fleming's Tri-Towne Aluminum. 439-4158. tf
FISHERMEN - nightcrawlers 2c. each, 100 lots - will deliver. Phone 785-4294. 10+912
D.L. MOVERS - furniture & appliance moving (small or large). HE 9-5210. tf
WUNSEY toaster-broiler with oven. Call HE 9-4949. tf
BLUE spruce, other evergreens, locally grown. Tip Nelson's Nursery, 32 Bender Lane, Elsmere. Evenings, weekends. 439-1069. 5t829

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688 Magnatone amp. lists \$770. sell for \$350. 439-5015, 439-1495.

DON'T merely brighten your carpets. Blue Lustre them to eliminate rapid resoiling. Rent electric shampooer \$1. Adams Hardware, 380 Delaware Ave., Delmar.

ENDER Princeton reverb amp. Hagstram double pickup guitar, \$190. HE 9-3787 after 5 P.M.

AWN MOWER, 21" Jacobsen Reel, used one season, cost \$159.95, sell \$90. 439-6337.

HOLLYWOOD folding wheelchair, good condition, \$65. 439-4588 after 8.

WAP TV Show Prize: permanent outdoor gas type barbecue for good bicycles, one girl's, one boy's 439-5343.

RUSH cutter, 36" chain saw, youth bed, single bed, table, boat, motor, antiques. HE 9-5342.

EDROOM set, 3-piece maple, 79" sofa and matching chair, good condition, slip covered, console stereo, small maple desk and chair. 439-1928.

CA Whirlpool dryer, \$50. 465-3193.

APPLE double bed, box spring, mattress, \$40, dresser, \$10, sofa bed grey, \$25. 439-2848.

TYPEWRITER, IBM, electric, good condition, \$35. 439-1064.

PORTABLE Hi-Fi, 3 years old, \$330. 482-2373.

NEVER used anything like it," say users of Blue Lustre for cleaning carpets. Rent electric shampooer \$1. Hiltch's American Hardware, 235 Delaware Avenue, Delmar.

1962 Volkswagen, excellent condition, original owner, very clean inside and out, \$750. 439-2958.

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1965 T-BIRD LANDAU, 2-door, excellent, \$1850. 765-2730. 21829

PETS

SIAMESE male kitten, 4 months, adorable pet, owner must sell because of illness. 439-4527.

FREE: male kittens, housebroken, 2 orange, gray/white angora. HE 9-9279.

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HONDA - YAMAHA, new '68 models, best deals - save money, factory trained mechanics - 1 day serv. JAF Motors, Inc., 1371 B'way, Schenectady, EX 3-2821. tf

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OLD political campaign buttons, badges, ribbons, posters and related items. 439-6872. 51829

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(A.A.A.) Albany Area Agency real estate Member of Board of Realtors. Multiple Listing Service, and State Appraisal Society. Listings wanted for out-of-town buyers. Call 439-9333 Delmar Office, 228 Delaware Ave. or 489-5591. ff

REAL ESTATE FOR RENT

DELMAR, 3 rooms, heated, garage, business couple preferred, references. HE 9-2337.

FURNISHED house, Delmar, asking \$250, from October to July or could lease for 1 year, near bus line. References. 439-1877.

ROOM, Slingerlands, quiet, light, separate entrance, parking, business man. 439-9206.

PLEASANT room, centrally located, Delmar, kitchen privileges. Call 9-5. 439-4178.

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DELMAR, heated one or two bedroom apartment, or duplex, unfurnished, for Illinois grandmother who wants to be near family. Preferably near Kenwood Avenue. 439-9179.

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CLEANING women, own transportation, once a week, 9-3. HE 9-4835 evenings.

BOY, willing worker, lawns, gardening, odd jobs, \$1.25 hour. 439-9208.

MOTHERS helper for nice family, dinner hours, Monday thru Friday. Own transportation. 439-3359.

SITUATIONS WANTED

IRONING done in my home. Please call HE 9-3478.

BABYSITTING, my home, 5-day week. References. 439-3568.

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DAILY, Pinehaven Estates Voorheesville, Industrial Park, Watervliet Avenue, Albany. 785-4034.

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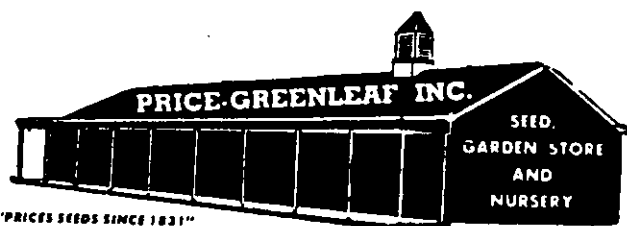
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