

more pleasing taste
from the land of pure mountain spring water

SAVE SAVE SAVE
ON FAMOUS DUBOIS BEERS

Distributed by
NEW CROWN BEVERAGES
1060 Norton Street
Between North & Carter St.

DRIVE IN SERVICE AT GREATER SAVINGS TO YOU

FOR HOME DELIVERY
Call 342-1275

Open Daily 8 a.m.—4 p.m.
Fri. & Sat. till 7 P.M.
Closed Mondays



Hush Puppies are making sidewalks softer... and loafing livelier!



All-around oxford goes with suits, sports-wear, looks as good on weekends as at business lunches. Breathin' Brushed Pigskin and smooth leather.

Hounddog and Charcoal gray.

Hush Puppies
Mail and phone orders promptly filled. 454-5900

EASTWOODS
29 EAST AVE. EASTWAY PLAZA

Learn to Water-Ski, It's Not Too Difficult

Learning to water-ski is much easier than it looks. In fact, it is not uncommon for a beginner to get up and ski away on the very first try.

The best water skiers in the U.S. reside at Florida's Cypress Gardens. Buster MacCalla, one of the Gardens' top skiers and a member of the honorary Johnson Sea-Horse Sports Advisory Board, says: "Learning to ski is easy, and it is the extension of skiing skills into single ski (slalom), jumping and tricks that becomes the challenge."

A sense of balance and a knowledge of such simple fundamentals as keeping the arms straight, knees slightly bent and letting the towboat do the work are about all that is required of the average beginning skier, MacCalla says. And age is no barrier. The American Water Ski Association (AWSA) has skiers on record as young as three and as old as 85.

Towboat Important

MacCalla, a 29-year-old native of Winter Haven (also home of Cypress Gardens and the AWSA), captured both the world and national water ski jumping titles and set two world jumping records before retiring from competition to become a professional show skier and director of the Gardens' water ski show.

MacCalla says the water ski towboat is important to the skier.

"A good towboat should be relatively lightweight, highly maneuverable and propelled by enough horsepower to pull an average-size man at least 25 miles an hour along the surface of the water," he says.

ABC's of Water Skiing

Ordinarily this means at least 50 horsepower, depending on the boat hull, but outboards of less horsepower have proved perfectly satisfactory for simple, around-the-lake skiing.

Some ABC's of water skiing:

- Wear a lifejacket or a life-belt when waterskiing.
- An eye should be kept on the skier, either by a rear vision mirror or by a second person in the boat — a requirement by the way, of many a state's boating laws.
- Half the battle of balance is won by keeping the tow line taut. When the line becomes slack, the skier loses power and slows down. Beginners often cause this by trying to take up the slack by drawing the bar toward themselves. Don't. Let the boat do the work.
- Releasing the tow line is the same as taking your foot off the gas. Power is removed and you stop. The important thing is to gauge where you stop... you may glide as far as 20 yards. So never head directly toward shore. You should be towed parallel to it, and then release.

The AWSA, governing body of the organized sport in the U.S., reports last year nearly 10 million Americans water skied. And for those who master the sport, the AWSA sanctions more than 100 water-ski tournaments each year.

Its affiliated water ski clubs throughout the country sponsor at least twice that many lesser meets for the growing number of skiers who want to test their skills against others.

Pizza on the Patio

Pre-heat gas grill, place pizza on grid. Lower hood, vent partially and grill until crust is crisp and brown, filling hot and bubbly, for 10 minutes over slow flame.

WE'RE OUT TO SCALP THE APACHES

ALL 1968 APACHES NOW IN STOCK AT BELOW COST! - - -
FAMILY ROOMS AND CANOPIES
50% OF LIST PRICE! - - - - -

Step in and see our line of Hardtop campers



PUMA HILLTOP
Go Tag Along Metzendorf Travel Trailers

SUMMERVILLE SPORTS MARINE
735 WASHINGTON AVE.
(Near Lake Ontario)
"Del" Strickland, Mgr. 342-5050

Keeping Your Outboard Trouble Free

Maintaining that outboard—whether it be a small fishing "kicker" or a motor designed to tow a squadron of water skiers—is easy... if you follow a few simple service tips.

In the spring before the winter's coat of dust is wiped off and the starter rope pulled for the first time, a simple program will go a long way toward insuring trouble-free summer fun on the water.

First, you should check the spark plugs. Remove, inspect and gap them, replace defective plugs and install new gaskets. Next, check the engine's oil level; if you didn't drain and refill with fresh lubricant in the fall, do it now.

Halfway Through Season

Clean the engine surfaces. Check the battery for a full charge, clean the cable connections and cover them with a light coat of grease to prevent corrosion.

About half-way through the boating season, take a short service break. It'll help make the second half of the boating season as enjoyable as the first. (For those boaters fortunate enough to live in a warm climate, these checks should be made every 50 hours.)

Drain and flush the gearcase, and refill it with the manufacturer's recommended lubricant. Clean the fuel filter bowl and replace the bowl's element and gasket.

Again, clean and regap the plugs. Check the propeller for correct pitch; if it's worn, bent or badly chipped, replace it. Lubricate all grease fittings, mechanical steering controls and carburetor and magnetolinkages.

When the boating season is over, and the boats are about to be dry-docked for another winter, the motor should be readied for its "moth balls."

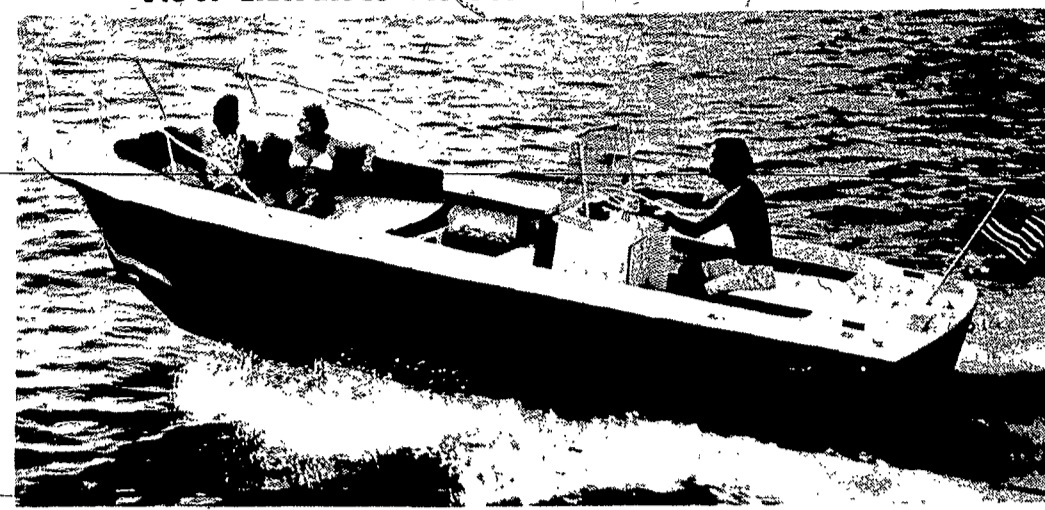
If the engine was last run in salt water, be sure to run in fresh water before storing. Then, disconnect spark plug leads, drain the carburetor float chamber, remove and drain the fuel filter bowl and clean and replace the filter element.

Completely drain and clean the fuel tank. Remove and check the prop. Lubricate the propeller shaft. Drain and refill the gearcase.

Finally, wipe the entire outside of the motor with a clean cloth soaked in light oil, and store in an upright position in a dry, well-ventilated room.

Check Air Cleaner When getting your car ready for a vacation trip, remember to check the air cleaner. According to Champion Spark Plug Company, 9,000 gallons of air is used for every gallon of gasoline. If the air cleaner is dirty, air supply will be cut leading to an improper gas/air mixture and poor performance. Air cleaners should be cleaned every four months.

SHUMWAY MARINE
STUTSON ST. EAST—PHONE 342-3030
New Entrance Across From Stutson St. Plaza



BERTAM 20' SPORTSMAN
ALSO IN STOCK SAIL
ENSIGN 22' PEARSON 22'
PEARSON 24' DPER DAY SAILER 19'
SKIMMAR MINI SAILS
RAY GREEN SAIL BOARDS
MIDGIT DHOW DINKS

POWER
BERTAM 20', 25', 31'
DYER GLAMOUR GIRL 14'
KENNER SKI BARGE
AVENGER 39' DOUBLE CABIN YACHT

Open Mon., Sat. 9 to 5 Sundays 9 to 5 Thursday 9 to 9

GEYSSENS EVERGREEN NURSERY

"See and Buy Where It Grows!"

- ★ **FLOWERING CRAB TREES 4' - 5' in pots** \$3.95 OR 2 FOR \$7.50
Offer Good thru June 15
- ★ **EVERGREENS Yews - Juniper - Biota** 3 FOR \$10.00
- ★ **ORNAMENTAL SHRUBS** 4 FOR \$10.00
Container Grown - Can be planted any time.

Over 25 Varieties Shade and Ornamental Trees - 20 Acres
Growing Stock - Complete Lawn and Garden Supplies

3446 Mt. Read Blvd. 865-7813 Open Daily - Closed Tues.

SLEEP BIG...SLEEP BETTER
Save on a Serta King-Size sleep set



Stretch Out! Relax
Enjoy Real Sleeping Comfort!

Serta's extra-large King-size Sleep Set is specially priced to fit your budget. And it's specially built to high Serta engineering standards. Hundreds of oven-tempered steel coils, cushioned with finest cotton felt, covered with handsome heavy duty ticking. A truly outstanding value.

Made by a maker of the famous Serta Perfect Sleeper Mattress

FREE! With the purchase of a Serta King-size Sleep Set... a sturdy king-size all-steel bed frame with casters.

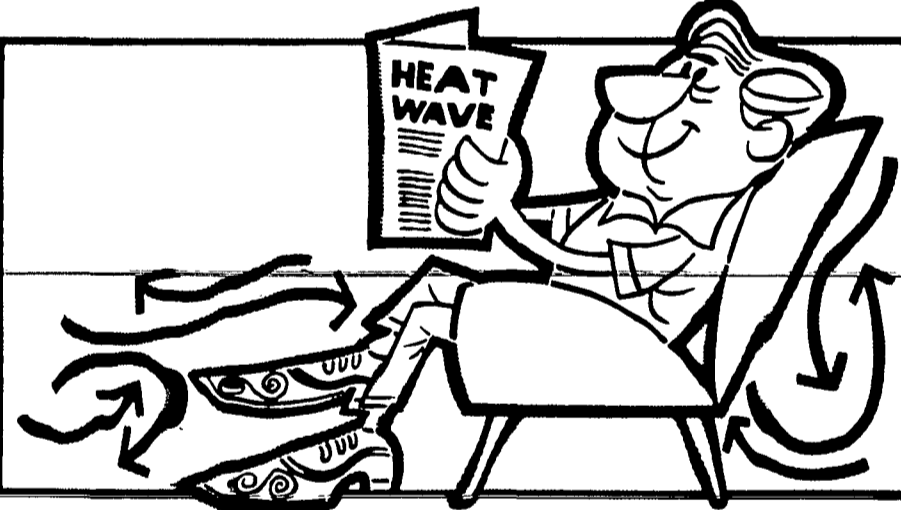
\$199 COMPLETE

SHOPPING HOURS:
Monday through Friday 10 til 9
Saturday 10 til 6

EXTENDED CREDIT TERMS TO 36 MOS.
Shop Daily 10 to 9
Saturday 10 to 6

MONROE Cherry House
2349 MONROE AVE. PHONE 244-2440

YOU CAN COOL AN ENTIRE HOME WITH DAY & NIGHT FAMOUS WHOLE-HOME AIR CONDITIONING!



DAY & NIGHT

Day & Night is the finest... because Day & Night specializes in central air conditioning. Day & Night's advanced product design make the addition of whole-home air conditioning simple, convenient, low-cost, and totally reliable.

And you'll get the most professional installation when you call in Day & Night air conditioning experts. That's us. It's not our Saturday sideline. It's our full-time business. Deal with experienced, reliable specialists, and you'll get an especially good deal!

ROCHESTER PLUMBING & HEATING
123 BARBERRY TERR. 544-3700

AUTOMATA LAWN SPRINKLER

From a residential lawn to a Ratnik custom-designed system budget. Underground installed existing lawns. Solid brass spray guaranteed.

Brochures and Available on Request

RATNIK INDUSTRIES
474 THURSTONE 235-6

Airt

CLIMATE ENGINEERED BY

NO

FIRST L
Chrysler
FURN
COMPLETE SELECT
AND MODE
WHOLE
AIR COND
HEATPUMPS • ELEC
EXCLUS
DISTRIBUTOR for WE
CLIMATE E
& SUPPLY
FRED C. BA
558 LYELL AVE.

SWIM

ALCOA

BUY ALUMINUM DON'T BUY WOOD
WILL NOT ROT, RUST OR WA
EASY CARE! ECONOMY PRIC

BIG 25'x21' DIMI
POOL PRICES INCLUDES ALL
NO MONEY

SPECIAL!
SAVE \$560
BIGGER \$8
27'x21' OUTSIDE DIMENSION
ALL FEATURES INC. INSTAL

FREE FAMOUS MAKE
PORTABLE TV
TO THE FIRST 25 Pools Installed
WOOD POOLS ALSO AVAIL

FREE SHOP AT HOME SERVICE OPERATOR DAILY INCL. 32 IDEAL POOLS