



Last week The Patriot revealed that the Miller Brewing Company payroll in its Fulton plant had reached nearly 1,700 persons, some 700 more people than the anticipated number when ground was broken several years ago for the brewery.

Sunday, in its lead business section story, the New York Times had some observations on the Miller growth. When the local brewery announcement was being made, Miller's position among the nation's brewers was number five.

In the meantime, the Times, referring to industry analysts, says that Miller in 1978 will out the Schlitz Brewing Company from the number two spot and after that the one-on-one marketing battle for the consumer between Miller and Budweiser will start for Number One.

The New York Times says the "battle of brewers" began when the still somewhat staid brewing business was shaken to its core by the entry of Phillip Morris, Inc. into its ranks. The nation's second largest cigarette manufacturer (behind R.J. Reynolds) brought with it all of the sophisticated marketing techniques and massive advertising muscle used to sell cigarettes and, "It is now clear, literally transformed one of the nation's oldest and most traditional consumer products industries."

The Times goes on to say that "in a meteoric unprecedented rise Phillip Morris's Miller Brewing Corporation, acquired in 1970, has climbed from eighth to third position in the industry. Last year Miller posted a 43 percent increase in barrelage while the industry grew less than 2 percent, and analysts believe Miller will probably out the Jos. Schlitz Brewing Company from the runner-up spot next year at the latest."

Business experts say that most of the credit goes to the management team that came in from Phillip Morris headed by President John A. Murphy and his marketing strategy of dividing the market into demand segments, offering products and packages to satisfy each and spending vast sums on promotion.

An indication of the Patriot learned recently that Miller is having a hard time keeping up with the demand for its Miller Lite, "a low-calorie brand that turned out to be the most successful new beer in years."

Miller's success has spawned a marketing flood of low-calorie-beers from other breweries.

It has also prompted Miller to upstage itself with an even lighter low-calorie beer called Player's, which it started test-marketing just recently.

Two years ago, the Fulton Chamber of Commerce put on a "Welcome to Fulton" dinner at the Polish Home. Just back from a European business trip, Murphy announced at the gathering among other things, that he had concluded negotiations for import distribution of the famed Lowenbrau beer by Miller in the United States.

This week, it was learned, that Miller is test-marketing a domestically-brewed Lowenbrau.

Workers installed new thermopane windows on the third floor of the County Building in Oswego as part of the energy-saving package for the building which will include new heating and air conditioning systems. When the near \$300,000 renovation program is completed in October, it will also include insulation installed by the building's maintenance personnel.

Because of the renovation Thursday meeting of the County Legislature will be held at the Court Building in Pulaski, marking the first meeting of the Legislature, formerly the Board of Supervisors, outside Oswego since its inception more than 115 years ago.



Seven additional wells along Route 57 and one at South Bay individually pump from 150 gallons to 600 gallons per minute, it is reported.

Rejuvenation of wells along Route 57 in 1974 increased our water supply by over 400,000 gallons per day.

A drop of a few feet in our water level is a natural consequence of hot, dry weather. Vesicio said, and wells

Water supply no problem

By Marie Goode

A lot of water, almost four million gallons, the highest amount ever, was pumped one day last week to meet the needs of industry and residents of the city, according to Mayor Percy E. Patrick quoting figures obtained from Municipal Waterworks Superintendent Samuel Vesicio.

Despite the upsurge in consumption due to extended periods of over 90-degree weather, Mayor Patrick said he anticipates no drought problems as experienced in other cities.

He added, "We have a good well system, are keeping our eye on it and expect to stay on top of the situation."

Residents are advised, however, that water is a precious commodity and should not be taken for granted. To conserve water is every citizen's responsibility.

Playing a large part in furnishing the city's adequate water supply are the four wells located at city-owned Great Bear Springs Farm which pump a million-and-a-half gallons a day.

This is just about the amount used by Fulton industry, the Mayor said, especially at the Birdseye and Nestle plants who are users of over one million gallons a day, 1/3 of the output.

Additional wells can be put down at any time, it was said, according to excellent reports of engineering evaluation of the property.

Fulton does not use any Lake Ontario water. To tap into the line, observers point out, would prove too costly, almost doubling the cost for two million gallons.

However, we do have a tie-in with the Lake Ontario water-line if ever needed. Vesicio said.

The purchase of 300 acres of Great Bear Springs property in January of 1976 was termed by Mayor Patrick as "the best deal that will ever be made in the history of the City of Fulton."

Containing wells with the potential of providing two million gallons of pure water a day, the purchase is proving a decided financial boon in owning water, in supplying rather than purchasing, in cutting out the middleman in meeting the needs of the city.

Previously, the city had been purchasing Great Bear Springs water at a cost of \$60,000 a year for one million gallons per day, and \$90,000 in 1975 for one-and-a-half gallons.

The property was purchased at a cost of \$200,000, entirely by federal funding, and includes 2,700 feet of river-front property and 2,700 feet on Route 57, all prime land with great potential.

A bond issue is expected to be completely liquidated within five years of purchase with the programming of \$175,000 per year of Federal Community Development funds accruing to the city over four years plus surplus funds in the Water Department.

Substandard homes surround city

Some 450 sub-standard home in Fulton and nearly 1300 dwellings in need of repair are the nucleus of the city's qualification for funding through the U.S. Department of Housing and Urban Development Community Grant Block Program (CUB).

These funds provide a rehabilitation budget in excess of \$200,000 to help qualified homeowners pay for needed home repairs.

The program is scheduled to get underway in September under the auspices of the city's Urban Renewal Agency following guidelines of the survey made by James Darwick Associates of Utica.

According to the survey, most of the 1300 dwellings are considered suitable for rehabilitation.

The report also indicates that 431 lower-income households need housing assistance because of sub-standard conditions or because housing payments are too high in relation to income. Nearly 100 households in the city in need of help are made up of elderly or handicapped persons.

Further justification lies in the value of conserving the city's stock of older homes. As construction costs have risen, Fulton's abundant supply of existing homes has become a significant asset to their owners and to the community generally.

"With relatively small investments in maintenance and repairs, the large majority of these homes can continue to provide adequate shelter for many years to come, the Darwick report states.

The goals of Fulton's Housing Rehabilitation Program are fourfold: (a) to reverse the decline in the physical condition of city homes of which more than one-quarter are in need of some degree of repair(b) to protect living conditions and property values in residential neighborhoods

Scriba hopes to get fed funds for water tank

Discussion of the need of a water tank for the Town of Scriba was part of the agenda of the recent town board meeting.

Town Supervisor Robert Jones advised that specifications were being prepared for the construction of a water tank on Route 104 near Maiden Lane Rd. To be used for fire protection purposes, the estimated cost of \$150,000 was hoped to be met by the use of federal Revenue Sharing funds.

Robert Parker and Henry McCollum, Democratic candidates for town offices in the November election, questioned whether residents were aware of the cost of the water tank and if they wanted it constructed.

Roland Smith, Sr., president of the Scriba Volunteer Fire Corporation, voiced the need of the water tank for improved protection in the areas of the town not serviced by special water districts.

A plan for a new fire station in Lycoming was presented by Smith for the board's consideration.

In other business, specifications for three pieces of highway equipment, a rotary snow blower, a sander and spreader, and a one-way safety trip snowplow, were advertised. Bids will be opened on August 29.

Palermo building code problems get airing

The Palermo Town Board considered possible purchase of radios for the highway department trucks, discussed problems with the town's building code and received a request for a change in assessment during its meeting last week.

Conducted by Supervisor Howard Robbins, the meeting was addressed by Don Rioux of the Motorola Communications and Electronics firm who presented a proposal outlining what he felt the town's communication needs were.

Rioux said the town was generally made up of rolling hills and that the effectiveness and range of short wave communications were determined by the changes in the terrain.

His suggestion was to install a 500 foot antenna near the town barn from which the town could expect communication within a range of from 10 to 14 miles.

Frank Manisse, chairman of the town's planning board, advised that contrary to the building code, people were bringing in mobile homes smaller than the minimum size called for in the code, or a minimum of 720 square feet.

He added that the planning board intended to enforce the building code in another matter, the construction of buildings without first obtaining a permit. Often resulting in completed buildings which do not meet the town's specifications.

Currently, people moving into Palermo have 15 days before they must apply for a building permit. He felt that people were without knowledge of the building code, a situation that should be corrected.

In other business, one resident felt she had been unfairly assessed as the value of a trailer stored on her property had been included in her assessment.

Getting ready for Aug. 16

Horse racing, baby contests, flea markets, flower shows, rides, and exhibits are just a few of the many features of this year's Oswego County Fair from August 16 thru August 28 in Sandy Creek.

Admission to the annual fair is free, and parents of youngsters 6 to 24-months-old are reminded that the Annual Opening Day Baby Show will take place at 1 p.m. on Tuesday.

A craft building, filled with a varied assortment of items from hand work to jewelry, will be open all week to fair goers. And on Saturday, August 20, the fair will sponsor an outdoor flea market. Dealers and interested persons may contact Caroline Goodgoer.

Another feature at this year's fair will be the 8th Annual Standard Flower Show. The R.O.S.A. Garden Club has arranged the show with 19 sections in the Horticulture Division and a total of 169 classes. A large display of foliage plants, vines, perennials, African violets, begonias, cactus, window boxes, and hanging plants will also be featured.

One of the more popular events at the fair, harness racing, will be held Friday, August 19, at 2 p.m. Post Time is 2 p.m. The fair will sponsor an outdoor flea market. Dealers and interested persons may contact Caroline Goodgoer.

Extra water meter readings

In order to provide wider water meter reading coverage the City of Fulton Water Department is establishing a swing shift work schedule of 10 a.m. to 6 p.m. each day beginning immediately. It was announced yesterday.

The change in shift for one water meter reader will allow return calls during the late afternoon when City residents are home from work, thereby eliminating the need for estimating water consumption at the end of the billing period because the householder was not at home during the day when the meter reader called.

Meet your Policeman

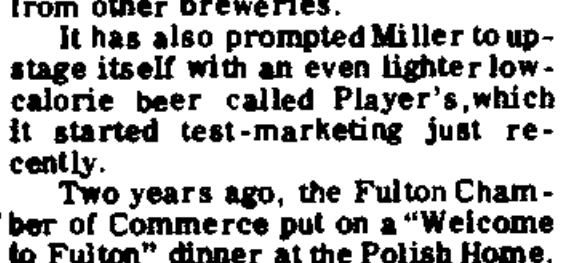
Sergeant Lawrence W. Mullen became a member of the Fulton Police Force on July 4, 1967.

Following graduation from Fulton High School, he attended Onondaga and Auburn Community Colleges and served in the U.S. Army for three years.

Mullen's police training was acquired at the Onondaga Sheriff's Academy.

He is affiliated with the National Fraternal Order of Police and the Police Benevolent Association.

An avid sportsman, he enjoys all types of sports in his off-duty hours.



SEALIGHT CO., INC. has announced this week that Robert H. Jarvis is the new Administrative Manager for the Eastern Division. Jarvis has worked for Sealright since 1947 in many areas and in recent years as Administrative Sales Manager.

Door-to-door sale

The Fulton Music Boosters School Community Calendar, 1977-78 edition will go on sale in various Fulton stores on August 12. This is the fourth year being published and it has grown over the four years. It has most of the school events, what's going on in the community and school and civic events. In addition to being on sale in downtown areas, the calendar will also be on sale door to door starting on August 12.

Bids-out for Broadway Bridge repair

The New York State Department of Transportation announced this week that bids will be opened for the reconstruction of the Broadway Bridge (Route 3) in Fulton later this month.

The project is expected to begin this fall and will involve stripping away some of the existing pavement along the 863 foot long roadway and replacing it with a surface that is "more resistant to salt and moisture"

The bridge will remain open to traffic while the work goes on, according to the Department of Transportation, motorists will be inconvenienced with a congested traffic flow fall of 1978.

Assemblyman John Zagame in making the announcement, noted that the work is similar to the reconstruction which is now being done on Interstate 81 in the City of Syracuse.

Mopeds making their move here

By Nick Chalifoux

Local moped sales have started to boom in a nationwide craze that has captured the share of young and old Fultonians alike.

Mopeds, the small motorized bicycles that average over 100 miles in a gallon of gas, have started selling big according to area dealers.

Frank Ragan, one of the first moped dealers in the area, has sold more than 20 mopeds since he began sales a little more than two months ago. The veteran auto dealer feels that in most cases mopeds are becoming a second family vehicle. He says that a good deal of his sales are being made to individuals over 30 years of age, who are using the vehicles for work transportation.

Fred Perry of the Dirt Bike Junction reports that his business is selling nearly 20 mopeds a month. And a spokesman for Campbell's Bike Shop

stands now, moped operators do not

stand now, moped operators do not have to register or insure their vehicles if the moped has a maximum speed of less than 17 MPH. No helmet or drivers license is required either.

But by October 1, moped owners will have to register their vehicles and obtain a drivers license as a result of new state regulations. Owners will still be exempt from insurance and helmet restrictions and the maximum speed will be increased to 20 MPH.

As for the safety aspect of mopeds, Fred Perry says that the record shows very few serious accidents nationwide. Like anything else, says the dealer, some people abuse mopeds. And when they do, accidents happen.

If you're thinking of buying one of those small motorized bicycles with the great gas mileage, you'd better be prepared to speed about \$475, the average local price for a moped.

