

MERCHANT OF THE MONTH
by ann robson



You've probably noticed quite a few pleasant changes at CAMPBELL'S in the Midtown Center over the past year. Most of these can be attributed to Mel Ross who became manager there last September.

One of the first renovation projects was to open up floor area by removing and/or rearranging counters. The china and gift department was moved to the lower level and the space it had previously occupied upstairs was utilized to rearrange the infants and children's departments and give added room to the ladies' sports-wear.

Now there are separate, easily identifiable sections for infants, girls, boys, men's, ladies' and juniors. By removing the display windows, Mel was able to gain precious square footage at the front of the store. Most recently, he has re-opened the men's wear department on the top floor, where the boy's wear used to be.

New signs, bright colors, attractive paper, all contribute to CAMPBELL'S fresh new look. The store offers shoppers a full line such as can be found in most department stores---from small kitchen gadgets, to cosmetics, to clothing, to domestics, to drapes, and curtains, to china and gifts, to small appliances, to major furniture items. Their bridal registry is a big help to gift buyers and they also offer gift certificates to enable the recipient of a gift to choose his/her own.

Mel Ross readily admits that a department store in a small city can't present the wide number of choices found in bigger cities, but he does feel that CAMPBELL'S provides a good alternative to travelling many miles to find similar merchandise. He cited instances where customers bought identical merchandise out-of-town for a higher price than was available here---add to this travelling cost, and total goes even higher.

In addition to his role in changing the physical appearance of the store, Mel has been busy introducing new-lines of merchandise to almost all departments. He came here from Chappell's, Syracuse, where he was merchandising manager. He added that he "cut his merchandising teeth" in The Boston Store in Utica. Impressed with Bernard Shapiro and plans for CAMPBELL'S, Mel accepted the manager's post a year ago and has enjoyed his first year here.

If you haven't been into CAMPBELL'S recently, do drop in and see "the new look"---you'll be pleasantly surprised.

Kids are worth 79¢ on Sunday!

Every dinner on the Children's menu---including our \$1.60 complete turkey dinner---is just 79¢ on Sundays. WITH ice cream and milk or cola.



And don't forget the daily family feasts with seconds on the house!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Fish Fry \$2.99	Spaghetti Spree \$2.49	Deep Sea Dinner \$2.99	Turkey Dinner \$2.99	Clam Fry \$2.79



Bowling LEAGUES NOW FORMING

- **MIXED CLASSIC** (8 teams)
Friday 9:15 p.m.
- **MIXED LEAGUES** (Handicap) (8 teams)
Tuesday & Thursday 9:15
- **ADULT-CHILD**
Sunday 10 a.m.
- **MEN'S 5 MAN** (8 teams)
Wednesday 6:45 p.m.

CALL FRED or MIDGE 343-4611
Brunswick PINARAMA
Rt. 104 East
Oswego, N.Y.



FOR SALE: 1973 20 volume Grolier's Encyclopedia with 1974 yearbook. Value \$200.00 Selling for \$125.00. Ex. Cond. Call 342-4368

FOR SALE: Lhasaapso, 15 wk male, AKC registered, black/white markings. Champion bloodlines. Pet quality, has shots \$125.00 15 E. Van Buren St. Oswego

FOR SALE: 4 piece bedroom furn. double bed, coil springs, dresser, chest of drawers, blonde veneer. good cond. \$50.00. 3 pc. drapes fiberglass, green flowers on beige background. 2 pr. 100x54" 1 pr. 100" x 36" \$2.00 pr. 1 pr. tires used 4 months G78-714 like new \$45.00. Early American mens tie holder & jewelry case. \$50. Girl's snail 2 wheel bicycle, needs repairs. \$6.00. Am looking for small refrigerator that can be built under a counter. Call 343-8875

FOR RENT: Spacious 2 B.R. APT. Furnished. Utilities. Westside. Dep. Req. Would lease. Call 343-0982 after 3 pm.

FOR SALE: RCA Whirlpool elec. dryer. Needs new belt - has new motor. \$35.00. Oval Table \$20. Call 343-6228 after 5:00.

BABYSITTING DONE IN MY HOME. Toddlers up, by the hour, or day. Furnish own transportation. Scribe 342-0363

FOR SALE: Bunk Bed strong tubular steel \$35.00. Zig Zag Sewing machine \$60.00. 1964 car \$100.00. Call after 3:00 343-7543 or 342-2052

PIANO LESSONS in Scribe for beginners Call 343-1969. If no answer Call 343-4568

FOR SALE: Beagle Rabbit Dogs Also AKC Reg. Beagle Pups 6 mos. old. ready to start. Call 342-0479

MOTHER WILL CARE FOR TODDLERS IN MY HOME! Weekdays Call 342-1029

FOR SALE: 1969 Custom 5 Pontiac, new tires, muffler sys. brakes, needs valve job. \$350. 1971 Johnson snowmobile Elec. start & reverse, wide tract, 30 horse, excellent condition \$600 firm. reason for selling, moving out of state. Call 343-2718

SALE: SEPT 27 & 28 Rein or Shine. Many household articles, appliances, clothing, linens, dishes, knick knacks. Joseph Derousie 3/4 mile Rt. 104 E. Onaida St. Rd. Oswego, N.Y.

EXPERIENCED TEACHER & MOTHER OF ONE Toddler will babysit in her home located in Scribe. References provided if desired. Call 342-4033

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HOME GROWN By the Pk. **Penn. Peaches**
PEARS 1/2 Bu.--Bu. By the lb. or larger cont
DeSTEVENS FARM MARKET
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WANTED: THOSE GUNS YOU'VE STORED AWAY AND DON'T USE
NEW & USED **SHOTGUNS - RIFLES** Everything for Hunters
BOUGHT & SOLD
WEEKDAYS 4-9 SAT 8:30-7
WE TAKE TRADE INS
CLOSED MONDAY SUN 8:30-4
343-6056
BUNKER HILL RD.
OSWEGO, N.Y.

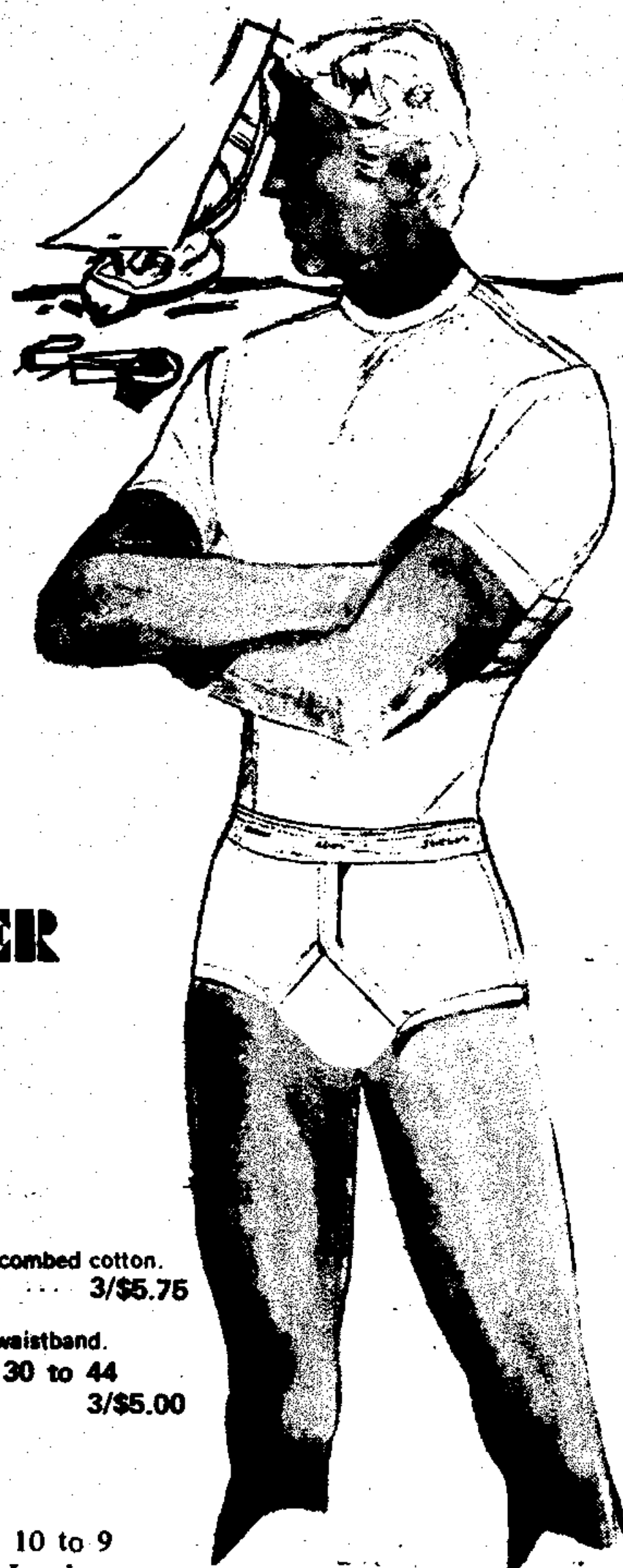
FOR SALE: Mahogany Dresser with mirror and double bed (springs & mattress included) \$50 Also white bathroom sink \$10. Call 342-3523

FOR SALE: Girl's school dresses Some smocked. Sizes 4T, 5 & 6. \$3.00 & \$3.50. Very good cond. Call 343-0748

The volume of potatoes used for all types of processed products has outpaced fresh usage for every potato crop after 1970. The value of packaging materials used for farm-raised foods jumped more than eight per cent last year, from \$9.7 billion to \$10.4 billion.



MIDTOWN CENTER
OSWEGO



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