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# Reporter

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 NEW JERSEY

'Pippin' plays to enthusiastic crowd - Page A9

The art of selling sports - Page B1

Borough hosts karate champs - Page A3

School bus routes for 1990-90 year - Pages A7-8

Our 34th year, no. 34

August 24, 1990

50 Cents



Photo by Daryl Stone

PRIZE tomatoes are the specialty of borough resident Wassily Guro, who spent years cultivating the perfect strain of plants.

## At 81, local man achieves his quest for the perfect tomato

By Maria Jose Serra  
 Reporter staff

After weaving through high weeds and under wet tree branch overhangs, the reward of Wassily Guro's two-, three- and even four-pound tomatoes comes into sight.

An 81-year-old Belmont Avenue resident, Guro enjoys gardening and he likes tomatoes. In fact, he likes them so much that five years

ago he began experimenting with ways in which he could grow his favorite kind - big and red with few seeds and lots of "meat."

And he succeeded. Guro's tomatoes won first place at the Middlesex County Fair this month. He not only displayed the tomatoes, he displayed a whole seven-foot plant on which hung the blue ribbon the whole week of the fair, he said proudly.

Guro is also known in the science world for his tomatoes. Michigan State University's Department of Horticulture recognized him last year for developing this new variety of tomato, which he calls the Guro sandwich tomato.

When he began experimenting five years ago, Guro said that he chose the biggest seeds from the biggest

(Please turn to page A-10)

## Labor Day Grand Marshall lived the history of the town

By Dave Pilla  
 Reporter staff

"I'm very proud to receive this honor from Labor Day committee. I acknowledge it with a great deal of pleasure."

Thus spoke, Adam Phillips, the Honorary Grand Marshall for the 33rd annual Labor Day Parade, to be held here in South Plainfield on September 3rd.

At the age of 81, Phillips has seen a lot of changes in his home town of South Plainfield, where he was born on August 15, 1909 in a house on Hamilton Blvd. Among his many local experiences, Phillips had been the first boy baptized in the town's first Catholic church - Sacred Heart. He was also one of the appointed members of the committee for the founding of Our Lady of Czestochowa Church.

During his 66 years as a resident of South Plainfield, Phillips had served as captain of the fire department. He is now the oldest

surviving member of the South Plainfield Exempt Firemen's Association. He is also a life member of the New Jersey State Exempt Firemen's Association.

"I joined the fire company in 1929, and I remember very vividly a big fire at the Lehigh Valley railroad coaling station in 1931," Phillips said Monday, after accepting the Grand Marshall's honor from the Public Celebrations Committee. "A big building was destroyed, along with three smaller structures. We had fire departments from New Market, Plainfield and others assisting."

Phillips had served on many committees in town over the years, but he was especially proud, he said, of his role in creating the Recreation Commission.

"The younger element will remember me as the first chairman of the Recreation Commission back in the 1930s," he said, "and later as president of the commission in 1958.

"I recall that the Sacred Heart basketball team had won 15 straight back in the 1930s. In those days their biggest competition was the Cupids from Plainfield."

Phillips also recalled his role as chairman of the local Rotary Club when, in 1945, he oversaw a fund drive to raise money for the recreation budget.

"Then, for the first time, the Borough Council inserted \$5,000 into the budget as a line item for recreation," he said.

Phillips had also served South Plainfield as a Borough Councilman, from 1938 to 1947. He served a four-year term as borough tax collector and treasurer, from 1947 to 1950, and he was also president of the South Plainfield Public Library.

Some of his other offices include serving as state president of the New Jersey Weights and Measures Association, and deputy su-

(Please turn to page A-10)

### School board terminates job -

## District employee is charged with forgery

By Maria Jose Serra  
 Reporter staff

Board members voted 7-0 Tuesday night to terminate the employment of Jacqueline M. Omoletski after learning that she had forged a payroll check that belonged to the district.

Omoletski, who was the director of data processing in the district, allegedly wrote a check for \$1,053.83. She was charged with forgery and theft by deception by South Plainfield police Thursday, August 16 at about 7:25 p.m.

Omoletski allegedly wrote the check on her own typewriter and signed it with the name of the custodian of school monies, said

district Superintendent Leonard Tobias, reading from a police report.

According to Tobias, the report also states that Omoletski cashed the check at the First National Bank on Plainfield Avenue.

A monthly revision of the books revealed a discrepancy in that a check had not been stamped by the custodian of school monies, Tobias explained.

School administrator Dominic Carrea notified Tobias of the discrepancy and then notified the police, who arrested and charged Omoletski with forgery and theft by deception.

"I was absolutely shocked," said Tobias, especially since Omoletski

had been an employee of the district since October 1978.

"I was floored," said Board President Bruce Papkin, referring to his reaction when he found out about the charges against Omoletski. "I was demoralized that people in our staff would get involved in unsavory things.

"We never had an incident like this before, to our knowledge," he added, "and I hope this was just an aberration."

The board is investigating whether Omoletski had attempted forgeries in the past, Papkin said.

Omoletski said she had been advised by her lawyer not to discuss the matter and refused to comment.

### Woskey dissents, cites lack of info -

## Council supports water bill

By Maria Jose Serra and Kathy Hall  
 Reporter staff

Under a proposed state plan, residents could pay \$3.65 more per year to ensure clean drinking water for their children in the next century.

Last Thursday, Borough Council members voted 3 to 1 to pass a resolution supporting Assembly Bill 3300, which gives suggestions for raising funds for water conservation projects.

South Plainfield is embarking in one such program, the Green Brook Flood Control Project. The Project is being run by the Green Brook Flood Control Commission and will cost a total of \$203 million, according to commission chairman Vernon Noble.

The federal government will

pay 75 percent of the cost, Noble said, while Assembly Bill 3300 suggests how to raise money for the remaining 25 percent.

According to Assemblyman Robert Smith of Piscataway, who introduced the bill to the New Jersey State Assembly, the cost can be subsidized by raising the water bill by one penny per one hundred gallons used.

"They want clean water for themselves and their children and they're willing to pay for it," Smith said, referring to area residents he had spoken to about the proposed water rate hike.

"That will raise \$100,000,000 per year," he added. "It's a painless way to raise money."

But Borough Council president Michael Woskey was skeptical when he cast the only opposing vote.

"The concern I have is that the project hasn't been finalized...I hate to see people paying for something that may not even be built," he said, adding that he wants to know the direction of the project before making any more decisions.

The United States Army Corps of Engineers has been surveying the Green Brook Subbasin of the Raritan River Basin for about three years to plan and construct flood control devices at the sub-basin and its tributaries, Noble said, and the Corps is still in the surveying and pre-construction phase of the project.

According to Noble, the basin covers 67 square miles and what form of flood control is needed at each bank depends upon the site and the terrain. Some devices that may be built are levees, detention basins, and flood walls, he added.

### Holiday schedule for recycling center

The South Plainfield Recycling Center will be closed on Monday, September 3. The center will be open, as usual, on Saturday, September 1, from 8 a.m. to 3 p.m.

On Tuesday, September 4, the center will return to the normal summer operating schedule, which is 8 a.m. to 3 p.m. on Tuesday, Thursday and Saturday; and 1 to 8 p.m. on Monday, Wednesday and Friday.

The center is closed on all borough holidays.

Information is always available via the Recycling Hotline at 754-7504.

### School custodian suspended following drug indictment

The Board of Education voted 7-0 Tuesday night to suspend another employee, Harry Caravello, without pay.

Caravello was indicted by the Somerset County Grand Jury on Monday, August 20 for conspiracy to possess a controlled dangerous substance (cocaine) and for conspiracy to distribute a controlled dangerous substance (marijuana), according to Superintendent of Schools Leonard Tobias.

If Caravello is convicted of any of the charges, his position in the school district will be forfeited, Tobias added.

Caravello had been working for the district as a custodian at the Kennedy School since 1982.

Although there have been suspicions of drug-related incidents within the school system in the past, nobody had ever been found guilty of such actions, and nothing had been proven, said Board President Bruce Papkin.



Photo by George Pacciello

GRAND Marshall Adam Phillips, a living history book of South Plainfield, will lead this year's Labor Day Parade.

### Library Notes

Mrs. Van Wienan's story hours have always been popular with the children. After 18 years of presenting delightful story hours, Alice retired this past summer.

The library has been fortunate in finding an excellent replacement for her. Connie Palmer, who assisted with the Junior Woman's Club's extremely successful story hours, will be conducting our monthly story hours. The first will be on September 5th. Please note this is a Wednesday. The story hours this coming year will be held on the first Wednesday and the third Thursday of every month. The Wednesday story hour will be given by Connie Palmer and the Thursday one by the Junior Woman's Club. Welcome aboard, Connie!

Adults, here are some stories that you'll enjoy:  
Mountain Laurel by Jude Deveraux - A Civil War Union Army captain resents his new assignment to escort an opera singer. She's a Union spy, but he doesn't know this until he almost ruins her mission.  
Stardust by Robert Parker - Mystery readers will be interested in this case.

Coyote Waits by Tony Hillerman - A Navajo tribal policeman pursues his best friend's murderer.

For your convenience, most large print books can be found in the card catalog under the heading "large type books." If you cannot find what you want, a librarian may be able to obtain your book. Come and enjoy!

### Labor Day festivities include opportunities for fund raising

The South Plainfield Public Celebrations Committee offers borough civic and service organizations a great fund raising opportunity.

Each Labor Day, hundreds of people gather at Veterans Park after the parade to partake in a bit of home town fun and hospitality. While the youngsters are taking a "moon walk" or hunting for treasures in the sand, adults young and old are catching up with friends and acquaintances whom they have not seen all summer.

This makes Veterans Park on Labor Day a perfect place for a concession.

There are still a few concession spaces available. To avoid dupli-

cate concessions and increase the variety of refreshments and activities available, concessions are awarded to community organizations on a first come basis.

Concession stands must be self-sufficient. No water or electricity is available in the park. Recommended set-up time is 8 a.m. Park activities are planned until 3 p.m. All concessions should have enough provisions and staffing to cover these hours.

Application forms are available at Borough Hall. All applications should be completed and returned to Borough Hall as soon as possible.

### Thomas Hancock in naval exercise

Petty Officer 2nd Class Thomas F. Hancock, a 1977 graduate of South Plainfield High School, recently took part in the Reserve Naval Construction Force Readiness Rodeo while serving with 1st Reserve Naval Construction Brigade Support Detachment, Gulfport, Miss.

The rodeo provides junior Seabee personnel with training in Seabee skills and teamwork. It is a competition among reserve Seabee units throughout the nation to evaluate their ability to carry out the dual mission of building and fighting.

Points are awarded for personnel inspections, written tests, and various practical skills including weapons firing and construction equipment operation.

Hancock joined the Navy Reserves in August 1989.

### Police team shoots its way to top of Central Jersey league

On July 14th the South Plainfield Police pistol team competed in the 36th annual Allentown Police Pistol Tour in Allentown, Pa.

Officer J. Papa took third place in the C Division in the rapid fire event with a score of 145-02. Officer Kenneth LaVerne took third place in the B Division in the combined score event with a score of 526-04.

In the four-person team match, the pistol team No. 2 took second place in the B Division with a score of 1035-27, also, team No. 1 took second place in the C Division with a score of 951-15.

The pistol team is currently in first place in the Central Jersey Police Pistol League, with a record of 11 wins and one loss, and a match average of 1174.7 points out of a possible 1200.

Previous scores from recent matches are:  
July 11 - S.P. 1175, Middlesex County Sheriff's Dept. 1079.  
July 18 - S.P. 1175, Conrail Police 1140. Lt. T. Bullock - 298, Capt. G. Cvetko - 298; Sgt. F. Heyeck - 297; Officer K. Murtaugh - 282.  
July 25 - Woodbridge 1182, S.P. 1181. Capt. G. Cvetko - 298; Lt. T. Bullock - 297; Lt. J. Gear - 294; Officer Ken LaVerne - 292.  
August 1 - S.P. 1177, Woodbridge 1172. Lt. J. Gear - 297; Sgt. F. Heyeck - 294; Officer K. LaVerne - 294; Capt. G. Cvetko - 292.

### AARP sponsors luncheon trip

The South Plainfield chapter of the American Association of Retired Persons (AARP) will sponsor a bus trip on Wednesday, September 26 to Perona Farms for a "fabulous" luncheon and a comedy show, "The Father of the Bride."

The price is \$35 per person. The bus will leave from the Italian American Hall on Garibaldi Avenue, South Plainfield, at 9:30 a.m. and will return about 5 p.m.

The trip is open to members and guests. For reservations call Howard Burton at 561-1137 after 6 p.m.

### Red Cross manual on swimming offered

The American Red Cross has prepared "Teaching Johnny To Swim," a manual for parents who want to teach their children to enjoy the water in safety.

The cost of the manual is \$1.75, which includes postage and handling. To obtain a copy by mail, send a check payable to American Red Cross, 501 George Street, New Brunswick 08903.

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### Have You Heard?

It's Birthday Time for Father John Skwara, Pastor of Our Lady of Czestochowa... Jim Eckert... Peter J. McDonough... Scott and Todd Bechtoldt... Tony Iannacone... Ellis Williams... Jimmy Crescenzi... Jo Phillips... Dolly Curcio... David Wayne Bosse... Michael Hamm... Kenny Kirchofer... Kaitlin Mackenzie... 10-year-old Robin Kosic... 1-year-old Erin Boosmann... and Helen Chichvar.

Congratulations to Ellen and Scott Steele celebrating their 1st wedding anniversary.

This Sunday a music concert will be presented at the gazebo in Spring Lake Park from 7 to 8:30 p.m. Richie Aiello, Live Sounds of Magic, Wedding Band will perform.

The South Plainfield Recycling Center will be closed on Monday, September 3rd. The center will be open as usual on Saturday, September 1st from 8 a.m. to 3 p.m. Information is always available by calling the recycling hotline at 754-7504.

### Our policy on corrections

The Reporter will promptly correct errors of fact, context or presentation, and clarify any news content that confuses or misleads readers. Please report errors to Reporter editor Dave Pilla, 2323 Plainfield Avenue, 561-9494. All corrections and clarifications will appear in this space on this page as a convenience to our readers.

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## Borough hosts karate championships



**BLACK** Belt instructor Paka Khan displays the winning form which earned him a first place trophy in the Soft Style Advanced Form Division at the 1990 Metropolitan Open Karate Championships, held recently at the South Plainfield Middle School.

The 1990 Metropolitan Open Karate Championships were held August 5th here in South Plainfield.

According to tournament director Joe Versocki, over 380 competitors from New Jersey, New York, Pennsylvania and as far away as Trinidad competed at a "truly premier" tournament seen by over 400 spectators.

Versocki, sporting a tuxedo, did color commentary for UDS Video Company, which is owned by Gerald Vann out of Lakewood. The company recorded all the action of many of the highly rated competitors present.

Over 108 trophies were awarded, as well as seven four-foot, four-column Grand Champion trophies, which were won by Eugene Floyd (black belt sparring), Adriel Muniz (black belt Kata), Lou Ferrer (weapons and self-defense), Rick Mayers (breaking), Gulden Dzuli (Peewee-Junior Kata), and Altariq Burrows (Peewee-Junior sparring).

The 1990 Metropolitan Open Karate Championships was rated by *Karate Review* and B-rated by *Naska*.



**FIRE** Department chief Joe Cotone (center) thanked the owners of Engo Co. of Case Drive for their donation of \$13,000 worth of cabinet work that went into the pictured department command unit. Standing with Cotone are brothers Bob (left) and Donald Engo. Their company specializes in the interiors of stores and food markets, and has been in South Plainfield since 1966.

## Elaine Latif to study in Europe

Elaine Latif of South Plainfield is one of several students from Berkeley College of Business who will take part in the school's annual international fashion study tour, which starts Sept. 12.

The students from Berkeley's campuses in the New York-New Jersey metropolitan area will visit London and Paris, where they will be guests at designer fashion shows and will tour boutiques and department stores.

During 10 days abroad the students will also see special points of interest in both cities and will pay a visit to the new Berkeley International College in the heart of London's publishing district, where this summer a group of Berkeley students studied principles of management, contemporary theater in Britain, European business, travel and tourism, and international fashion.

## Michele Nagy named to Rutgers dean's list

Michele Lynn Nagy of Cherry Street has been named to the Dean's List at Douglass College, Rutgers University for the 1990 Spring Semester. Michele will be entering her senior year at Douglass College majoring in elementary education and dance.

She is a 1987 Graduate of South Plainfield High School.

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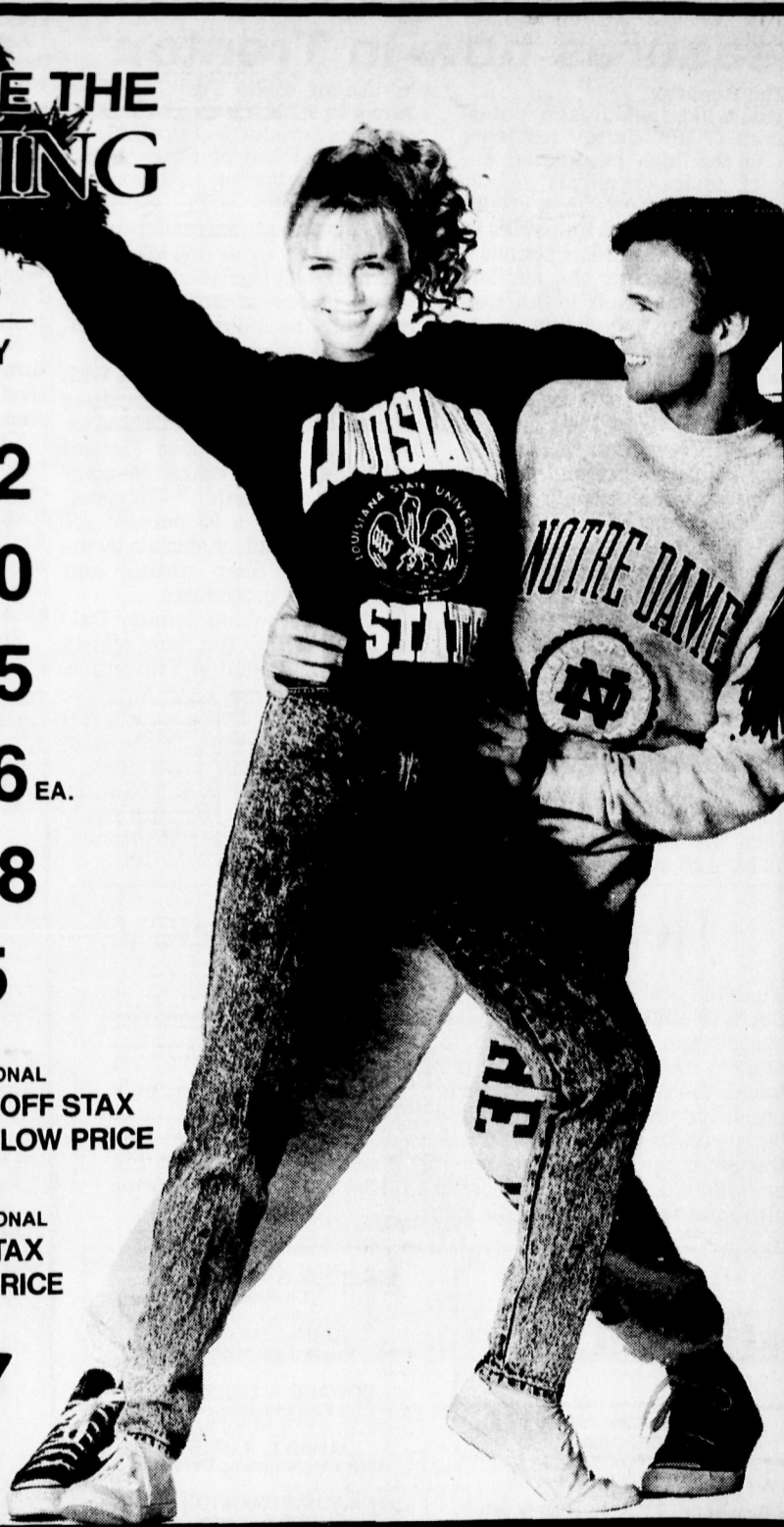
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# The pace of change quickens in summer

By BETTY HUTCHEON  
Gazette columnist

The children are home. After a month-long sabbatical, I have returned today to my role of mother, admittedly with some ambivalence. I suppose I never wholly surrendered the mother role, since I thought about my absent children all the time and I continued to nurture them, albeit through letters, phone calls and parcels of homemade cookies. But I didn't have to come home each night to any of my usual chores, like cooking dinner or driving someone to the mall or the movies, and I didn't have to share my space with anyone. My time was truly mine, and I discovered, there was more of it to whittle away at only as I pleased.

I enjoyed luxuriating in my solitude, in part, I think, because it was so temporary, and this ephemeral quality enhanced its value. But it was not a solitude I would want always, and I welcomed back my children with the same tail-wagging enthusiasm as the dog (who, unlike me, has sulked for a month). The house too seems to recognize the difference and the very walls seem to breathe more deeply than before. Sometimes over the past month, just as

## Visions and Revisions

I was closing my eyes at night, or just before easing myself out of bed in the morning, I would listen to the stillness in the house and recognize what was meant by the "sounds of silence." Now, even with everyone asleep, the house echoes with the sounds of life.

And with that return of life comes the recognition that the children have changed during their month away, more radically than they ever do, or seem to, during the months that we are together. For some reason, I am always surprised by their appearance. Becca is no longer a girl, but a young woman, and Douglas, who is still a boy, looks too much like a young man.

There are also the less visible signs of growth and maturation. Becca, who attended an academic program at a university, clashed head-on with kids whose lives were wrought by different values and mores. Her roommate

was an alcoholic, certainly intent on self-destruction, and Becca was confounded by her and the source of her intense unhappiness. In her last letter, Becca wrote, "I know that I am a strong enough person to be able to handle anything that comes along the way." Did I have that kind of recognition at 17?

And Douglas, less willing to commit to paper any such declarations of self-awareness, nonetheless earned his own badge of courage during a survival trek in the mountains of Wyoming. "Well, I survived the survival hike," he wrote. "Our group ate 2 ducks, 4 squirrels, 2 chipmunks, 4 snakes, 3 frogs, 1 grouse and 25 fish! I tasted everything but I didn't like too much of it." He didn't write that he was proud of his resourcefulness or his success in meeting the challenge of that hike, but behind every bite from that menagerie menu were some courageous gulps. I have no doubt that he too will be able to handle anything that comes along the way.

The first thing we must handle, after a month of leading separate lives, is the immediate challenge to retune the rhythms of our lives together, to regain the balance so necessary for family harmony. I think all the right chords are there; we just have to start playing them.

# Labor Day fun run to raise funds for Alliance

The South Plainfield Alliance for Substance Awareness (SPASA) will be holding a 5K Fun Run (3.1 miles) on Monday, September 3 (Labor Day).

The run is being sponsored by Prudential Life Insurance Co. of South Plainfield and Sportsworld of South Plainfield. The proceeds from the event will benefit SPASA and the community of South Plainfield.

Anyone interested in participating in the run will pay a pre-registration fee of \$5, and a day of the race registration fee of \$7. The participants will gather at the South Plainfield Middle School for registration and starting of the event.

For additional information please contact William Beegle at 754-4620. Application forms can be picked up at the South Plainfield Board of Health, borough hall, 2480 Plainfield Avenue, Monday through Friday, 9 a.m. to 5 p.m.

The Governor's Council on Alcoholism and Drug Abuse has established an alliance to prevent alcoholism and drug abuse in New Jersey. Communities throughout the state are forming local alliances to help in developing pro-

grams and activities for substance awareness.

Recently the South Plainfield Alliance for Substance Awareness was established for the purpose of

educating and developing programs for substance awareness. The focus of the program will be to provide curriculum materials for instruction in the schools, pro-

vide an active parenting program, and develop substance awareness activities and events for the entire community.



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Piscataway

Hours:  
Mon.-Fri. 10-8  
Sat. 10-5  
Sun. 11-3



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5 lb. Container. Limit 2  
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## Adult School plans 1990 trips

The South Plainfield Adult School is offering the following trips as part of the summer Semester Program:

- Atlantic City Cruise - Sat, August 25. \$45.
- Giants vs. Jets - Sat., August 25. \$35.
- Renaissance Festival - Sun., August 26. Adults \$35, children under 12 \$30.
- Three Bakers Dinner Theatre - Delaware, Saturday, Sept. 8. "Give My Regards To Broadway." \$47.
- Les Miserables - Thurs., Sept. 11. \$55.
- Baltimore and Annapolis - Sat. and Sun., Sept. 15-16. \$159 per person based on double occupancy.
- Gypsy - Thurs., September 20. \$69.
- Aspects of Love - Sat. mat. Sept. 29. \$70.
- Meadowlands - Thurs., October 4. \$50.
- Boothbay Harbor - Maine, Columbus Day weekend, October 6, 7 and 8. \$279.
- Mummers Museum - Philadelphia, Thurs., October 11. \$42.
- Phantom of the Opera - Thurs., October 18, rear mezz. \$65.
- City of Angels - Thurs., October 18. \$69.
- Ireland - October 20 through 27. \$1,099 per person based on double occupancy.
- Culinary Institute of America - Sat., October 27, French Room. \$48.
- Disneyworld - Orlando, Fla., Nov. 8-11. \$449.
- Giants vs. L.A. Rams - In Los Angeles, Thurs., November 8 through Sun., November 12.
- Niagara Falls - Festival of Lights, November 30, December 1 and 2. \$239 per person based on double occupancy.
- Culinary Institute of America - Sat., December 1, American Room. \$48.
- Spinning Wheel Inn - Redding Ridge, Conn., Sunday, December 9, Luncheon and show, "The Magic of Christmas." \$56.

NO FASHION OVER \$35

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HOURS: THURS. & FRI. 11 a.m. - 7 p.m.  
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Bring in this advertisement and receive a 10% discount on purchases of \$50 or more

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# PIK-A-TOY

**AN OPEN LETTER TO THE RESIDENTS AND BUSINESS COMMUNITY OF SOUTH PLAINFIELD:**

If you have pride in our town, as we do, here's your chance to openly display that pride, once again, during South Plainfield's Labor Day Celebration!

We're offering a pair of red, white and blue side panels and a 3x3 custom white on blue centerpiece that is imprinted "Pride in South Plainfield" for only \$44.95, plus tax. This set can be adapted to any size frontage (business or residence) with additional red, white & blue bunting @ \$26.95 per pair, or "Pride in South Plainfield" banner @ \$21.95 each.

These beautiful tributes to our town may be seen at  
PIK-A-TOY  
17 South Plainfield Ave.  
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"SOUTH PLAINFIELD" VISOR \$2.50

If you missed this opportunity to show Pride in South Plainfield last year, now's the time to act.

# Celebrate with South Plainfield



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CALL FOR NEW HOURS AFTER LABOR DAY





# South Plainfield school bus routes for 1990-91

(Continued from page B-7)

School hours: 8:35 a.m. - 2:55 p.m.  
**Roosevelt School (R1):**  
 1. 904 Belmont  
 2. Spicer at Fulton  
 3. Kenneth at Birch Pl.  
 4. Loraine at Delmore  
 5. Arlington at Garfield  
 6. Hillside at Beatrice  
 7. Herbert at Hillside  
 8. Hamilton at Hopkinson  
 9. Second at Montrose  
 10. Sims at Strong  
 11. Durham at Texas  
 12. Shadyside at New Durham  
 13. Regency at Crown  
 14. Crown at Famularo  
 15. Clover at Yurgel  
 16. Durham at McKinley  
 17. Ryan at Hamilton  
 18. Hamilton at Matis  
 Contractor: Vogel Bus Co.  
 School hours: 8:35 a.m. - 2:55 p.m.

**Roosevelt School (R2):**  
 1. 2507 New Brunswick Ave.  
 2. Hamilton Blvd. at Summit  
 3. Hamilton at Easton  
 4. So. Clinton at Sylvania  
 5. Roosevelt at Astor  
 6. New Market at Highland Ave.  
 7. Valley at Elsie  
 8. Valley at Carmine  
 Contractor: Vogel Bus Co.  
 School hours: 8:35 a.m. - 2:55 p.m.

**Kennedy School (KS1):**  
 1. Park Ave. at E. Crescent Ave.  
 2. Park at Clarke Ave.  
 3. Joan St. at Oak Manor  
 4. Oak Tree Rd. at De Sepio  
 5. Oak Tree at Celentano Ct.  
 6. Oak Tree at Dorse Dr.  
 7. Oak Tree at Diana (O'Loughlin)  
 8. Oak Tree at Babes Dr.  
 9. Oak Tree at Teepie  
 10. Fleet Ave. at Universal  
 11. Caffrey Terr. at Brenda Pl.  
 12. Clark Lane at Elissa Ct.  
 13. E. Nassau at Clark Lane  
 14. May Ave. at Banta Rd.  
 15. Revere Ave. at May

16. Revere at W. Nassau  
 17. Schindler Dr. at Elmwood Dr.  
 Contractor: Vogel Bus Co.  
 School hours: 8:35 a.m. - 2:55 p.m.  
**Middle school-high school (HM1):**  
 1. Shadyside at New Durham  
 2. Regency at Crown Lane  
 3. Crown at Famularo  
 4. Clover at Yurgel  
 5. Durham at McKinley St.  
 6. 145 Durham Ave.  
 7. Durham at Texas  
 8. Hamilton at Main St.  
 9. Hamilton at West End Ave.  
 10. Hamilton at Schevencko  
 11. 3046 So. Clinton Ave.  
 12. 2907 So. Clinton Ave.  
 Contractor: Vogel Bus Co.  
 School hours: 8:20 a.m. - 2:30 p.m.

**Middle school-high school (HM2):**  
 1. Montrose at Bell  
 2. Hillside at Herbert Pl.  
 3. Hamilton at Day  
 Contractor: Vogel Bus Co.  
 School hours: 8:20 a.m. - 2:30 p.m.  
**Middle school-high school (HM2A):**  
 1. Universal at Park Ave.  
 2. Oak Tree Rd. at Dorset Ave.  
 3. Loraine at Delmore Ave.  
 4. Hamilton at New York Ave.  
 Contractor: Vogel Bus Co.  
 School hours: 8:20 a.m. - 2:30 p.m.

**Middle school-high school (HM3):**  
 1. Park Ave. at Clarke Ave.  
 2. Park at Oak Manor Pkwy.  
 3. Park at Elmwood  
 4. Park at E. Nassau  
 5. Susan at Brenda Terr.  
 6. May at Banta  
 7. May at Vakerich  
 8. Oak Tree at Joan  
 9. Babes at Oak Tree (into loop)  
 10. Joan at South Plainfield  
 Contractor: Vogel Bus Co.  
 School hours: 8:20 a.m. - 2:30 p.m.  
 Keystone students to admin. bldg. (KEY1):

1. 154 Front St.  
 School hours: 8:30 a.m. - 2:30 p.m.  
**Timothy Christian - Piscataway (TC):**  
 1. Park Ave. at W. Fairview  
 2. Park at Sprague  
 3. 3148 Woodland Ave.  
 4. Teeple Dr. at Oak Tree Rd.  
 5. Joan St. at So. Plainfield Ave.  
 6. Kenyon Ave. at Firth St.  
 7. Bullard at Tompkins  
 8. Walnut Ave. at Clinton Ave.  
 9. Ledden Ave. at Orchard  
 10. Hamilton Blvd. at Matis  
 11. Famularo Ave. at Crown Lane  
 Contractor: Vogel Bus Co.  
 School hours: 8:40 a.m. - 3:15 p.m.

**Piscataway Vo-Tech (PVT):**  
 1. Kenyon Ave. at Cedarbrook  
 2. Park Ave. at Chambers  
 3. Clinton Ave. at So. 9th St.  
 4. Clinton at Ledden Terr.  
 5. Sampton Ave. at Plainfield Ave.  
 6. Oak Manor Pkwy. at Park Ave.  
 7. Maple Ave. at Joan St.  
 8. 154 Front St.  
 9. Hamilton at Arlington Ave.  
 10. New Durham at Shadyside Pl.  
 Contractor: Vogel Bus Co.  
 School hours: 8:42 a.m. - 3:30 p.m.

**Bishop Ahr High (BAT1):**  
 1. New Durham and Shadyside  
 2. Hamilton at Strong Pl.  
 3. Hamilton at Day  
 4. Hamilton at New York  
 5. New Market at Hancock St.  
 6. New Brunswick at Atlantic  
 7. Clinton at Elizabethtown Ct.  
 8. Ledden Terr. at Clinton Ave.  
 9. Sampton at Orchard  
 10. Sampton at Wells  
 11. Plainfield at Lane  
 12. Plainfield at Tompkins  
 13. Rahway at Central Ave.  
 14. Park Ave. at E. Hendricks  
 15. Park at Maple  
 16. Cedarbrook Ave. at Morris

17. Park at Sterling  
 Contractor: Vogel Bus Co.  
 School hours: 8:00 a.m. - 2:00 p.m.  
**Bishop Ahr (BAT2):**  
 1. Park Ave. at Susan Terr.  
 2. Joan at Oak Tree Road  
 3. Oak Tree at De Sepio  
 4. South Plainfield at Joan  
 Contractor: Vogel Bus Co.  
 School hours: 8:00 a.m. - 2:00 p.m.

**St. Joseph's High - Metuchen (SJH1):**  
 1. O'Keefe Lane at Clinton Ave.  
 2. Front St. at So. Plainfield Ave.  
 3. Belmont Ave. at Arlington  
 4. Montrose at Sims Pl.  
 5. Shevchenko Ave. at Hamilton Blvd.  
 6. New Durham at Shadyside  
 Contractor: Vogel Bus Co.  
 School hours: 8:00 a.m. - 2:00 p.m.

**St. Joseph's High - Metuchen (SJH2):**  
 1. Park Ave. at Susan Terr.  
 2. Park at So. Plainfield  
 3. Maple Ave. at Cedarbrook Ave.  
 4. Rahway Ave. at Wickford Rd.  
 5. Plainfield at Risoli Terr.  
 6. Sampton Ave. at Norway Lane  
 Contractor: Vogel Bus Co.  
 School hours: 8:00 a.m. - 2:00 p.m.

**Sacred Heart School (SH1):**  
 1. Shevchenko at Hamilton  
 2. Regency Pl. at Crown  
 3. New Brooklyn at New Durham  
 4. Lexington Ave. at Bell Pl.  
 5. Montrose at Second Pl.  
 6. Hamilton at Hopkinson  
 7. Harvard at Belmont Ave.  
 8. Somerset Ave. at Hamilton  
 9. Hamilton at Jackson  
 10. Anthony at Valley St.  
 11. Arlington at Green St.  
 12. Delmore at Garibaldi  
 Contractor: Vogel Bus Co.

School hours: 7:45 a.m. - 2:00 p.m.  
**Sacred Heart School (SH2):**  
 1. Tompkins at Pershing  
 2. Tompkins at Palmer  
 3. Worth Dr. at Houston  
 4. Clinton at W. 8th  
 5. Clinton at Foster Ave.  
 6. So. 10th St. at McDonough  
 7. Atlantic Ave. at New Brunswick Ave.  
 8. Walnut St. at Windrew Ave.  
 9. Walnut at Clinton  
 10. Ledden at George St.  
 11. Sampton at Wells Dr.  
 Contractor: Vogel Bus Co.  
 School hours: 7:45 a.m. - 2:00 p.m.

**Sacred Heart School (SH3):**  
 1. Universal at Park Ave.  
 2. Oak Tree at De Sepio  
 3. Oak Tree at Babes  
 4. May at Banta  
 5. Clark Lane at Elissa  
 6. Park Ave. at E. Crescent  
 7. Delores at Linden  
 8. Oxford at Hendricks  
 9. Oxford at E. Golf  
 10. Wickford at Skene  
 11. Central Ave. at Firth  
 12. Field Ave. at Thomas St.  
 13. Plainfield at Madison Dr.  
 14. Robert Pl. at Florence  
 Contractor: Vogel Bus Co.  
 School hours: 7:45 a.m. - 2:00 p.m.

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2F80A 2C 1 1348 Servo Pistol	124.99
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Model	Price
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5100 88 Starling Servo J	41.99
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**SPECIAL \$99.99**  
COMBO PACKAGE  
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1/10 Traxxas Stampede 4WD	119.99
1/10 Traxxas E-Revo 4WD	119.99
1/10 Traxxas Slash 2WD	119.99
1/10 Traxxas Stampede 2WD	119.99
1/10 Traxxas E-Revo 2WD	119.99
1/10 Traxxas Slash 4WD	119.99
1/10 Traxxas Stampede 4WD	119.99
1/10 Traxxas E-Revo 4WD	119.99

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CAR RACING  
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P-40 WAR HAWK ONLY \$69.99

**P-40 Warhawk**  
model of the famous WWII Flying Tiger fighter plane that is designed for the sport flyer.

White supplies last only!  
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EVERYONE'S INVITED TO THE  
BOROUGH OF SOUTH PLAINFIELD

# LABOR DAY PARADE

THIS YEAR'S THEME:  
**VISIONS OF THE NINETIES**  
**MONDAY, SEPTEMBER 3, 1990 - 10 A.M.**  
*Saluting the GFWC Junior Woman's Club  
of South Plainfield  
For Its 25 Years of Service*  
**BANDS ★ FLOATS ★ SPECIAL SURPRISES**  
**★ HONORARY GRAND MARSHAL ADAM PHILLIPS ★**

Followed by an Afternoon of Food & Fun in Veteran's Memorial Park

**FOOD - DRINKS - "MOON WALK"  
GREASED POLE CLIMB - SAND DIG - EGG THROW  
PONY RIDES - KIDDIE RIDE**

**THEN . . . Starting at 6 P.M. in Spring Lake Park**  
Concert By  
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Eat at Picnic On The Green,  
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Purchase a meal  
from a participating merchant  
and you'll receive a game card  
that makes you an instant winner.  
There's a delectable treat just waiting  
to satisfy your palate.  
Everyone's a winner...  
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Whether you feel like an entire meal  
or a light snack,  
visit Picnic On The Green  
at Bridgewater Commons...  
where one great taste  
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Two dollar purchase necessary to receive game card.  
One card/prize redeemable per person on a future visit.  
Offer expires 11/15/90.



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Featuring Macy's, Sterns, Lord & Taylor, and 160 fine stores, restaurants and theatres. Hours: Monday - Saturday 10 AM-9:30 PM, Sunday 11 AM-6 PM. For information call (201) 218-0001.

# Sports

## Stores try to keep customers satisfied

By RICKY BAILEY  
Reporter Sports/Writer

A middle-age couple strolls into a local sporting goods store, showing considerable interest in the flywheel weight and upper body development capabilities of a rather top-of-the-line exercise bike.

Across the room stands a young lady studying a pair of indoor soccer shoes, admiring them because of the high arch. And in the corner there's a man inquiring about the proper knot to use with his fly-fishing outfit.

These individuals just make up a few of the millions of consumers that walk in and out of local sporting goods stores like Efinger's, Herman's and Dreiers.

"We are definitely servicing a more educated customer," said Gil Bubay, assistant manager at Herman's World of Sporting Goods on Route 22 in Green Brook.

Bubay, who lives in South River, has been at Hermans for over two years and has had to keep up with an ever-changing consumer.

"A lot of customers know just what they need," he said. "I have to show them the things that match their needs."

It's this kind of customer Bubay seems happy to serve.

"You have to be informed — we do a lot of training to keep up with our products."

One of the motivating factors in many of the purchases is the power of the media.

Although the excessive blitz of sports products has been critically viewed by many, information promoted through Consumer Digest and specific sports periodicals has kept the avid sporting goods shopper on target.

"The media gives the product a big boost," said Bubay. "It leaves an impression on the viewer."

One of the most forceful shifts in sports trends happens after major sporting events gain huge amounts of media attention — like Pele coming to the U.S. to play professional soccer in the mid-1970s, or Boris Spasski and Bobby Fisher squaring off in chess, or the World Cup soccer tournament of recent weeks.

"You always have your soccer enthusiast," said Bubay, "but the World Cup coverage has sucked up a lot of new fans."

Soccer, especially among the kids, is still riding high on the influence of the heyday of the great Pele and the North American Soccer League of over a decade ago.

**BUT THROWN** into the bin of batting gloves and mouthpieces are the bicycling shorts and leather athletic shoes that spearhead another increasing role in

## Sporting trends

the typical sporting goods store — fashion.

"People are into fashion," said Bubay. "Sneakers and the fashion-wear keeps stores afloat."

It may be somewhat difficult to refer to a \$50 to \$170 item worn on your feet as mere "sneakers" but what used to be just canvas with a rubber sole are now soft leather uppers in brilliant colors that can be air-pumped for a better fit. The term is now "athletic shoe."

Al Freehauf has spent the last couple of years managing the athletic shoe department at Dreiers Sporting Goods in Watchung, where the buying trends span all sports.

"They're still buying them," said Freehauf about the Chuck Taylor Converse classic sneaker of the past several generations. "But right now they're buying Nike more than anything."

The Nike sports brand has taken the industry by storm with a number of big-star endorsements, including those of basketball standout Michael Jordan and Bo Jackson of pro baseball-football fame.

"People really got hooked on the the Nike shoe and it's definitely because of Michael and Bo," said Freehauf. "You could get three pairs of many other shoes for the price of one of them."

It's no wonder that with such a high pricetag the shoe itself has a higher status in high school classrooms than the athlete that may be wearing them.

"A lot of people that wear the shoes don't play basketball," said Freehauf.

The basketball shoe is just one of many styles of footwear offered. Everyone from the wrestler to the mountain-climber can choose from a selection from their sport.

"The best-selling shoes are the cross-trainers," said Freehauf. "There are many people that play tennis, basketball, run, and a lot of other things, that can use a shoe like this. Now he can have one shoe instead of two or three."

One of the leaders in the specialized shoe market is a newcomer, thanks to innovative developments in plastics.

The Rollerblade is now on the scene and has singlehandedly brought hockey equipment off the ice and into every month of the year.

The Rollerblade is a modernized rollerskate operating on the same principals, except the wheels are set one behind the other on a blade, allowing a motion simulating ice-skating.

"They've been out now for about 10 years now and just getting to the stores in the last few years," said Freehauf. "You can see everyone on them."

**WITNESSING** A much broader scale of consumer development is marketing director Tim Efinger of Efinger's Sporting Goods in Bound Brook.

For generations Efinger's has serviced Central Jersey, and even beyond, and has been credited by Sports Trends magazine as being among the top 100 sporting goods stores in the country.

"The market is pretty trendy," said Efinger. "For instance, Nike. Anything that says 'Nike' sells. It's a problem for the consumer who may not know the difference between the Nike product and the same thing from someone else."

"Nike makes a good product and people are comfortable with a big brand name."

To handle today's amateur athlete, stores must diversify and give as much variety as possible to the customer.

"We have 10 different departments in our store," said Efinger. "We have someone in each of the departments that really knows the sport."

Efinger's offers one of the largest gun and archery departments in the area. There's a strong sporting sense as one works his way around the fishing tackle and camping gear.

"You should see how it is during lunch," said Efinger. "We have our regular lunch groupies that stop in two or three times a week."

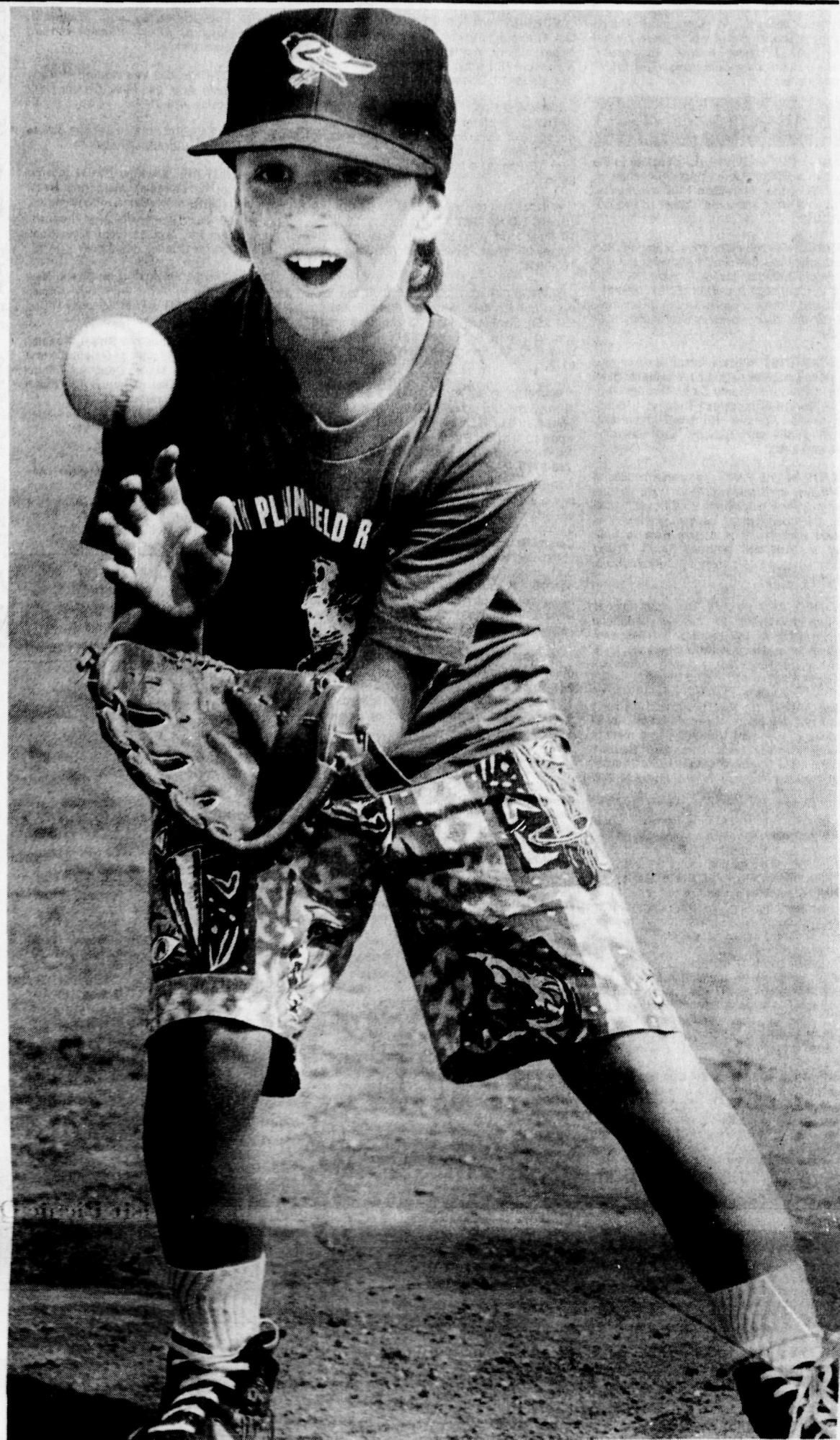
As the introduction of various sports come and go, the buying trends have to be anticipated with a good feel for foresight.

"Lacrosse has really moved along well and so has the ice hockey equipment," said Efinger. "I'm concerned about hockey, though. There's only a limited amount of ice-time available for kids."

Since Efinger started working in the business as a teenager in the mid-1970s, the growth of the sporting goods industry, and all the accessories that come with it, has really filled the building on Route 28.

"There was a time when we had a full ping-pong table and a full canoe on the floor," said Efinger. "But now there's so much stuff as the technology moves ahead that we could never do that again."

When the ping-pong fad comes around again like it did in the early '70s, you can bet your Nikes the table will be back, too.



KEEPING an eye on the ball during this summer's Recreation Dept. baseball camp is nine-year-old Chris Suleski.

Photo by Daryl Stone

## Sept. 1 Giants-Browns game to benefit journalism students and cancer research

**EAST RUTHERFORD** — The New York Giants will take on the Cleveland Browns on Saturday, Sept. 1, at Giants Stadium in a pre-season National Football League game that will benefit journalism students and cancer research.

Net proceeds from the game, which begins at 8 p.m., will go to the John V. Mara Memorial Fund and the New Jersey Press Foundation. Tickets are \$23 plus \$1 for postage.

This game is the only cooperative effort of its kind between a sports organization and a state press association. Since 1977, more than \$405,000 has been raised by the Giants for journalism scholarships and educational programs.

Game proceeds go to scholarships for college students and newspaper carriers. On June 22, a total of \$15,500 was presented to journalism students at the New Jersey Press Association's annual Summer Conference at Spring Lake.

Three undergraduate students received \$1,500 each, eight received \$1,000 and two graduate

students received \$2,000 and \$1,000, respectively. On Sept. 11, four \$1,000 grants will be awarded to newspaper carriers.

Game proceeds also benefit New Jersey Press Institute training seminars, the Journalism Resources Institute at Rutgers University and the Newspaper in Education program to increase student reading skills.

The fund has also allowed the New Jersey Press Association to enter cooperative ventures with The Ford Foundation's Media and The Law conference and the William Paterson College Distinguished Lecture Series. Past grants have provided fully-paid

fellowships for New Jersey journalism professors attending training seminars.

The late John V. Mara, who served as president of the Giants until his death in 1965, was the son of Giants founder Timothy J. Mara. The Mara fund was established in 1966 to benefit cancer research at St. Vincent's Hospital in New York.

Tickets for the game are available at Giants Stadium and through local ticket outlets. For more information, call the NJPA Central Office (609-695-3366) or the Giants ticket office (201-935-8222).

## New soccer league seeks players, volunteers

The newly formed Youth Soccer Association of South Plainfield is currently seeking boys and girls interested in participating on a co-ed under-10 team (birthdays in 1981 and later). The team will be coached by Mr. Otto Buchert, and will start play this coming fall in the Mid-New Jersey Youth Soccer Association. Prior soccer experience is not necessary.

The objective of the Youth Soccer

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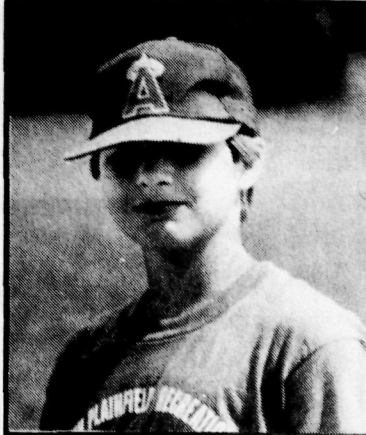
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# EFINGER'S

## ATHLETE OF THE WEEK

(as picked by the sports staff of Forbes Newspapers)



**CHRISTOPHER MAINA**



The 10-year-old South Plainfielder was one of many local youngsters to take part in the summer baseball camp sponsored by the South Plainfield Recreation Department.

# EFINGER'S

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# Sports

## Stores try to keep customers satisfied

By RICKY BAILEY  
Reporter Sportswriter

A middle-age couple strolls into a local sporting goods store, showing considerable interest in the flywheel weight and upper body development capabilities of a rather top-of-the-line exercise bike.

Across the room stands a young lady studying a pair of indoor soccer shoes, admiring them because of the high arch. And in the corner there's a man inquiring about the proper knot to use with his fly-fishing outfit.

These individuals just make up a few of the millions of consumers that walk in and out of local sporting goods stores like Efinger's, Herman's and Dreiers.

"We are definitely servicing a more educated customer," said Gil Bubay, assistant manager at Herman's World of Sporting Goods on Route 22 in Green Brook.

Bubay, who lives in South River, has been at Hermans for over two years and has had to keep up with an ever-changing consumer.

"A lot of customers know just what they need," he said. "I have to show them the things that match their needs."

It's this kind of customer Bubay seems happy to serve.

"You have to be informed — we do a lot of training to keep up with our products."

One of the motivating factors in many of the purchases is the power of the media.

Although the excessive blitz of sports products has been critically viewed by many, information promoted through Consumer Digest and specific sports periodicals has kept the avid sporting goods shopper on target.

"The media gives the product a big boost," said Bubay. "It leaves an impression on the viewer."

One of the most forceful shifts in sports trends happens after major sporting events gain huge amounts of media attention — like Pele coming to the U.S. to play professional soccer in the mid-1970s, or Boris Spassid and Bobby Fisher squaring off in chess, or the World Cup soccer tournament of recent weeks.

"You always have your soccer enthusiast," said Bubay, "but the World Cup coverage has sucked up a lot of new fans."

Soccer, especially among the kids, is still riding high on the influence of the heyday of the great Pele and the North American Soccer League of over a decade ago.

**BUT THROWN** into the bin of batting gloves and mouthpieces are the bicycling shorts and leather athletic shoes that spearhead another increasing role in

## Sporting trends

the typical sporting goods store — fashion.

"People are into fashion," said Bubay. "Sneakers and the fashion-wear keeps stores afloat."

It may be somewhat difficult to refer to a \$50 to \$170 item worn on your feet as mere "sneakers" but what used to be just canvas with a rubber sole are now soft leather uppers in brilliant colors that can be air-pumped for a better fit. The term is now "athletic shoe."

Al Freehauf has spent the last couple of years managing the athletic shoe department at Dreiers Sporting Goods in Watchung, where the buying trends span all sports.

"They're still buying them," said Freehauf about the Chuck Taylor Converse classic sneaker of the past several generations. "But right now they're buying Nike more than anything."

The Nike sports brand has taken the industry by storm with a number of big-star endorsements, including those of basketball standout Michael Jordan and Bo Jackson of pro baseball-football fame.

"People really got hooked on the the Nike shoe and it's definitely because of Michael and Bo," said Freehauf. "You could get three pairs of many other shoes for the price of one of them."

It's no wonder that with such a high pricetag the shoe itself has a higher status in high school classrooms than the athlete that may be wearing them.

"A lot of people that wear the shoes don't play basketball," said Freehauf.

The basketball shoe is just one of many styles of footwear offered. Everyone from the wrestler to the mountain-climber can choose from a selection from their sport.

"The best-selling shoes are the cross-trainers," said Freehauf. "There are many people that play tennis, basketball, run, and a lot of other things, that can use a shoe like this. Now he can have one shoe instead of two or three."

One of the leaders in the specialized shoe market is a newcomer, thanks to innovative developments in plastics.

The Rollerblade is now on the scene and has singlehandedly brought hockey equipment off the ice and into every month of the year.

The Rollerblade is a modernized rollerskate operating on the same principals, except the wheels are set one behind the other on a blade, allowing a motion simulating ice-skating.

"They've been out now for about 10 years now and just getting to the stores in the last few years," said Freehauf. "You can see everyone on them."

**WITNESSING** A much broader scale of consumer development is marketing director Tim Efinger of Efinger's Sporting Goods in Bound Brook.

For generations Efinger's has serviced Central Jersey, and even beyond, and has been credited by Sports Trends magazine as being among the top 100 sporting goods stores in the country.

"The market is pretty trendy," said Efinger. "For instance, Nike. Anything that says 'Nike' sells. It's a problem for the consumer who may not know the difference between the Nike product and the same thing from someone else."

"Nike makes a good product and people are comfortable with a big brand name."

To handle today's amateur athlete, stores must diversify and give as much variety as possible to the customer.

"We have 10 different departments in our store," said Efinger. "We have someone in each of the departments that really knows the sport."

Efinger's offers one of the largest gun and archery departments in the area. There's a strong sporting sense as one works his way around the fishing tackle and camping gear.

"You should see how it is during lunch," said Efinger. "We have our regular lunch groupies that stop in two or three times a week."

As the introduction of various sports come and go, the buying trends have to be anticipated with a good feel for foresight.

"Lacrosse has really moved along well and so has the ice hockey equipment," said Efinger. "I'm concerned about hockey, though. There's only a limited amount of ice-time available for kids."

Since Efinger started working in the business as a teenager in the mid-1970s, the growth of the sporting goods industry, and all the accessories that come with it, has really filled the building on Route 28.

"There was a time when we had a full ping-pong table and a full canoe on the floor," said Efinger. "But now there's so much stuff as the technology moves ahead that we could never do that again."

When the ping-pong fad comes around again like it did in the early '70s, you can bet your Nikes the table will be back, too.

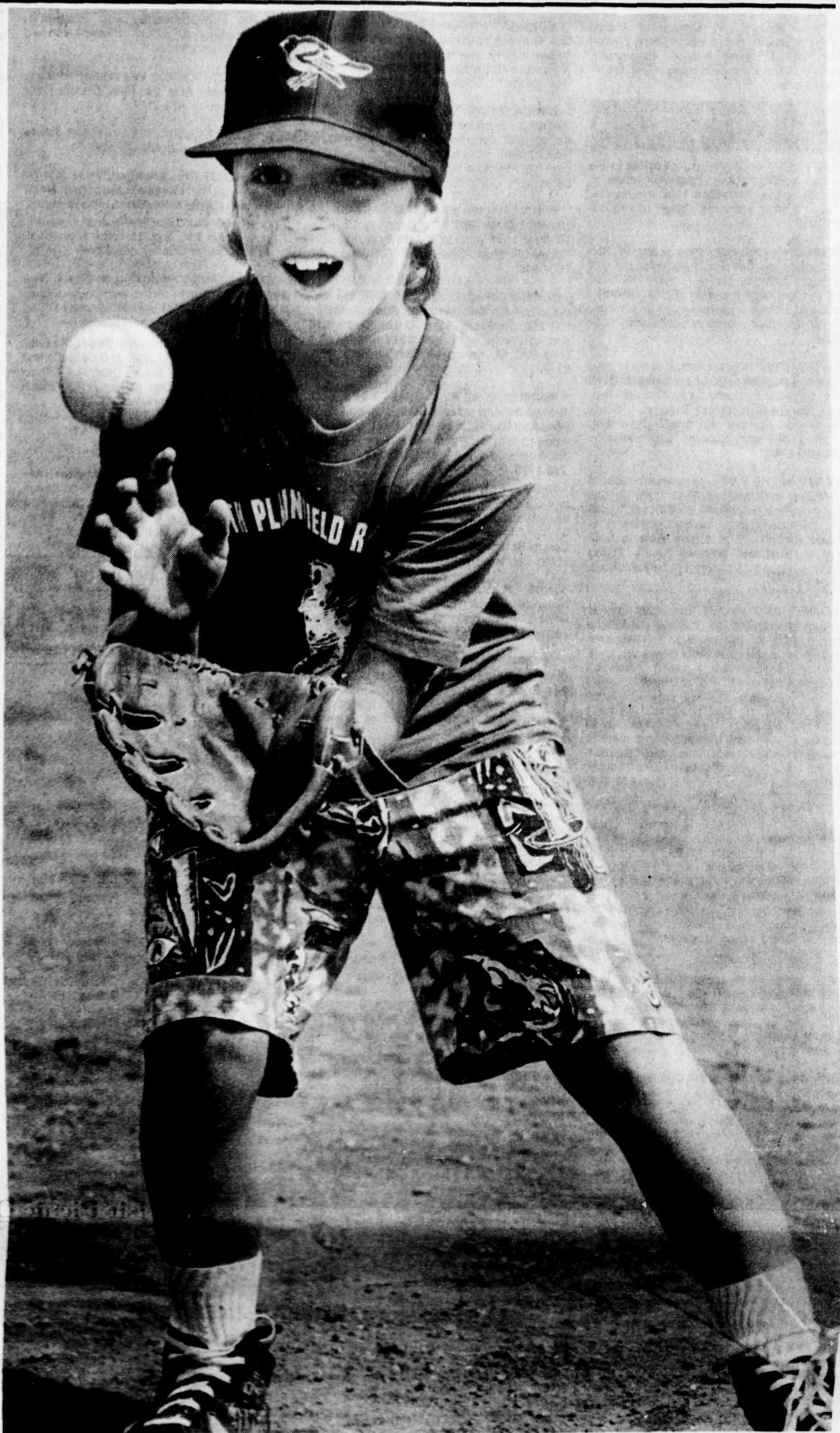


Photo by Daryl Stone

**KEEPING** an eye on the ball during this summer's Recreation Dept. baseball camp is nine-year-old Chris Suleski.

## Sept. 1 Giants-Browns game to benefit journalism students and cancer research

**EAST RUTHERFORD** — The New York Giants will take on the Cleveland Browns on Saturday, Sept. 1, at Giants Stadium in a pre-season National Football League game that will benefit journalism students and cancer research.

Net proceeds from the game, which begins at 8 p.m., will go to the John V. Mara Memorial Fund and the New Jersey Press Foundation. Tickets are \$23 plus \$1 for postage.

This game is the only cooperative effort of its kind between a sports organization and a state press association. Since 1977, more than \$405,000 has been raised by the Giants for journalism scholarships and educational programs.

Game proceeds go to scholarships for college students and newspaper carriers. On June 22, a total of \$15,500 was presented to journalism students at the New Jersey Press Association's annual Summer Conference at Spring Lake.

Three undergraduate students received \$1,500 each, eight received \$1,000 and two graduate

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students received \$2,000 and \$1,000, respectively. On Sept. 11, four \$1,000 grants will be awarded to newspaper carriers.

Game proceeds also benefit New Jersey Press Institute training seminars, the Journalism Resources Institute at Rutgers University and the Newspaper in Education program to increase student reading skills.

The fund has also allowed the New Jersey Press Association to enter cooperative ventures with The Ford Foundation's Media and The Law conference and the William Paterson College Distinguished Lecture Series. Past grants have provided fully-paid

fellowships for New Jersey journalism professors attending training seminars.

The late John V. Mara, who served as president of the Giants until his death in 1965, was the son of Giants founder Timothy J. Mara. The Mara fund was established in 1966 to benefit cancer research at St. Vincent's Hospital in New York.

Tickets for the game are available at Giants Stadium and through local ticket outlets. For more information, call the NJPA Central Office (609-695-3366) or the Giants ticket office (201-935-8222).

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## New soccer league seeks players, volunteers

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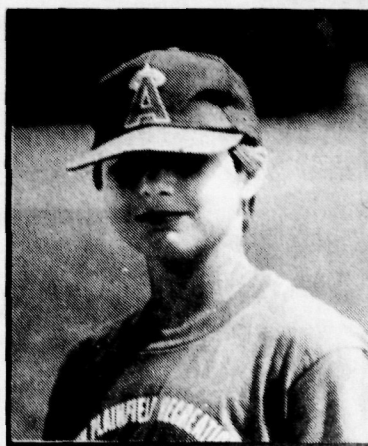
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# ENTERTAINMENT

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## Everlys: jukebox heroes still rockin'

Singing siblings play Waterloo

By WILLIAM WESTHOVEN

**THE EVERLY BROTHERS**  
Waterloo Village  
Stanhope, August 16

Sometimes getting more than you bargained for is a pleasant surprise, and sometimes it's not. Case in point — The Everly Brothers' appearance Thursday night at Waterloo Village.

It's become common among critics to chastise popular musicians, especially the more established and experienced ones, for dragging out the same tired material and arrangements tour after tour.

To their credit, the Everlys, who reunited in 1984 after an acrimonious 10-year split, toyed with tradition and delivered a set offering a variety of surprises.

Unfortunately, their tinkering was a bit misguided, mainly because they failed to enhance the original material, perhaps a result of neglecting the formula that made these classic songs so popular in the first place.

The main reason the Everly Brothers, who charted 19 top-40 singles between 1957 and 1962 before breaking up in 1973, are charter members of the Rock and Roll Hall of Fame is they made records of simplistic elegance. There were a few chords, a few hooks and harmony. Lots of harmony, a distinct synergy of melodic energy and emotion that had all the teenage girls of the period swooning.

Now a generation older and maybe a little wiser, they were unashamedly swooning again as the harmonies returned, intact, for "Bye Bye Love," "Crying in the Rain" and another dozen-plus golden-oldie originals.

Many of the numbers were delivered with new arrangements fleshed out by a splendid, five-man Nashville-oriented ensemble featuring such notables as guitarist Albert Lee, drummer Larrie Londin and pedal-steel picker Buddy Edwards. But instead of enriching the harmonies, melodies and hooks, they merely got in the way. Sometimes, in fact, the merging of brother and band was downright wierd, as was an aggressive, chordy guitar intro-



THE EVERLY Brothers recruited a wonderful band of Nashville session players for their summer tour, which made a stop at the Waterloo Village tent on Thursday.

duction of "Wake up, Little Susie," by Don Everly. The effect caught many off-guard, but after a while, the surprise factor wore off and you began to wish it was just the two of them.

Accordingly, it was the quieter moments of the set that worked best — "Crying in the Rain," "All I Have to do is Dream" and a whisper-quiet version of Mark Knopfler's "Why Worry," a song recorded by Dire Straits but penned with the Everly Brother in mind.

"Claudette," "Cathy's Clown" and "(Til) I Kissed You" were

more up tempo highlights, but "Wake Up Little Susie," and especially "When Will I Be Loved," suffered from the Nashville treatment.

Another surprise was the band's jazzy solo instrumental, with Edwards' pedal steel replacing the traditional piano spotlight before later trading delicious licks with Lee. Here, the band had no blueprint to follow, so it could be judged, and favorably so, on its own merits.

It's too bad there wasn't more of a synergy between the Everlys and their backups, but fortunately, there was plenty between the brothers. Their

harmonizing is one of rock and roll's legacies to the history of popular music. Don's lead vocals were strong as well, but the added effect of Phil's high-end accents, which soared into the stratosphere on "Why Worry," turned simple tunes into a symphony of aural ecstasy.

True, the Everly Brothers aren't exactly breaking new ground, but they aren't letting any grass grow under their feet, either. The nostalgia effect of the show is high, but it's nice to know these singing siblings are at least trying to come up with something new.

## Changes are coming to Crossroads season

NEW BRUNSWICK — Several changes in the 1990-1991 season of the Crossroads Theatre Company have been announced by Rick Khan, the producing artistic director and co-founder of the 12-year-old African-American company.

The *Talented Tenth*, a drama by Richard Wesley which was to have opened the season Thursday, Sept. 6, has been postponed. The upcoming season will open instead on Oct. 4 with *The Beautiful LaSalle*, a drama by Michael Dinwiddie which originally was to have been the season's second production.

As previously planned, *The Beautiful LaSalle* will be followed by *Staggerlee* — A *Mardi Gras Musical Fable* by Vernel Bagneris and Allen Toussaint, Nov. 23; *Buses* by Denise Nicholas, Jan. 24; *Genesis 1991: A Celebration of New Voices at Crossroads*, March 13; and the premiere of the *Sangoma* project, April 18.

A sixth production will be presented by Crossroads at the State Theatre on seven dates between

March 20 and April 7. The production will be announced at a later date.

In announcing the changes, Khan cited the impact of a two-month delay in the announcement of grants by the New Jersey State Council on the Arts; the announcement was originally scheduled for July but has been postponed until Sept. 18. Last year, funding from the council accounted for 33 percent of Crossroads' \$1.8 million budget.

*The Talented Tenth* has been rescheduled for the 1991-1992 season, when Crossroads is scheduled to move into a new theatre under construction on Livingston Avenue.

Subscribers will be notified of the changes through the mail. Anyone wishing further information about subscriptions or single tickets may contact Garry Johnson at 249-5581.

All ticket prices and performance schedules will remain the same except for the production at the State Theatre.

## Two records for the not-so-light-at-heart

It's late summer and you're having a tremendous time, hitting the highways and the parks and the beach (not too much hospital dreck washing up this year) and not worrying overmuch about your work or your studies. This is the one time of the year when most of our state really does approach its advertised condition, that of a garden; it's a secret well kept from the rest of the country, and it's a delight. Manhattan in August is uninhabitable, which makes you doubly glad you're living out here and not in Manhattan. Best of all, you're in the thick of a memorable summer romance, the kind that makes you feel more than twice as alive, the kind Stones songs get written about and beer commercials get filmed around. Life is peaking.

Remember, in between barbecue parties, or perhaps in the middle of one, that most romances, over time, turn extremely sour. The odds are that the happiness you're now savoring will be replaced by a sense of betrayal, regret over wrong things said, boredom, outright aversion, mirror-shattering guilt, or some other variety of unspeakable sadness. There's a chance this may not happen to you, but figures don't lie: it probably will. Just thought I'd share this with you, just in case.

Here are two very different, very intriguing summer releases

by performers who clearly know their way around unspeakable sadness.

### NICK CAVE & THE BAD SEEDS

*The Good Son* (Mute/Enigma)

Back when he was leading The Birthday Party, one of the harshest punk-noir bands ever to exist, you could have been laughed out of the Lower East Side for suggesting that Nick Cave would eventually make an album with a prominent string section and a rich melodic texture. This is the guy who, working with raucous guitarist Rowland Howard and occasional collaborations with the likes of Lydia Lunch, created noise music that could make Pere Ubu sound like Perry Como. And now he's crooning?

### BLACK PLASTIC

BILL MILLARD

Yep, it's true. The Australian-born, Berlin-based Cave has developed a raw, deep, resonant baritone voice that suggests Jim Morrison with a brain. His seasoned and versatile band, The Bad Seeds, is experimenting with languid rhythms, Brazilian lushness, and vibraphones. Punk-noir purists will hate it. Anyone whose taste in emotional excesses runs strictly toward wrath will hate it. Your Fearless Reporter, having gotten around the initial bafflement, suggests there's a good chance you'll love it. There are things here that are very hard to stop listening to.

Most of *The Good Son* was written and recorded in Sao Paulo. Though it doesn't show any obvious signs of Brazilianizing — no noble-savage percussion, no chords out of "The Girl from Ipanema" — it conveys a mood that's probably possible only in Brazil and places like it: an unembarrassed willingness to put one's heart on the line, a shameless outpouring of direct grief and love having nothing to do with the kinds of hip ironies that life in the Northern Hemisphere seems to require. From the swirling violins of the opening "Foi Na Cruz" through the multiple anguish anthems (check the titles: "Sorrow's Child," "The Weeping Song," "Lament"; no happy campers admitted here) to the closing "Lucy," which presents Romantic (not just romantic) desire with nearly religious intensity, this album refuses to understate anything. Along with "The Weeping Song" there's a "Ship Song," a "Hammer Song" and a tremendous, rollicking gospel "Witness Song." The implication is that Cave's working with emotions so basic that they don't need (or would be compromised by) overly thought-out titles.

Cave's voice can scare you to death. One of the high points of last year's underrated music show *Night Music* — say what you will about David Sanborn being pure vanilla, but they booked some serious people — was Cave in front

(Please turn to page B-3)

## Violinist From Japan will make N.J. Debut

Performing next week at Arts Center

HOLMDEL — The world-renowned violin prodigy Midori will make her New Jersey debut Thursday, Aug. 30, in a performance of Brahms' *Violin Concerto* with the New Jersey Symphony Orchestra.

The performance is at 8:30 p.m. in the Garden State Arts Center, Parkway Exit 116, Holmdel. Besides the Brahms concerto, the NJSO will perform two works of Dvorak, the *Carnival* overture and the *New World* Symphony No. 9 in D major.

Midori, who is 18 years old, already has been heralded throughout the world as one of the great soloists of the late 20th century. Since her debut at 11 with the New York Philharmonic, she has

performed on the major stages of North America, Europe, the Far East and her native Japan.

Her recordings have been issued by CBS Masterworks and by Philips.

Conducting the NJSO will be Zdenek Macal, the Czech-born music director of the Milwaukee Symphony. He is a frequent guest conductor with major orchestras in North America and Europe, and previously conducted the NJSO in Berlioz' *Symphonie fantastique*.

Tickets for the Aug. 30 concert are available at \$27.50 from the NJSO box office, 624-8203 or (800) ALLEGRO.

## Little Feat step out Sunday

STANHOPE — The popular rock and roll band Little Feat will combine with singer/songwriter John Hiatt August 25 at the Waterloo Village field in what promises to be one of the better double-bills of the entire summer.

Little Feat, whose enthusiastic ensemble work is influenced by a variety of American rhythms, recorded nine albums during an 11-year period that ended with a breakup in 1979. They re-united in 1985.

John Hiatt is a gifted songwriter and performer who

penned Bonnie Raitt's recent Grammy-winning single "Thing Called Love."

Tickets are \$20 in advance and \$25 the day of the show. They are available at the Waterloo Box Office (347-4700) or by calling TicketMaster at 507-8900.

Other upcoming shows include Anne Murray on August 22 (\$30), Peter, Paul and Mary on August 23 (\$22.50), Chicago on August 29 (\$20 in advance, \$25 day of show) and the Allman Brothers with special guest Blues Traveler on August 30 (\$20, \$25).



LITTLE FEAT will play songs from their latest album, *Representing the Mambo*, and other hits from their 20-year association when they perform at the Waterloo Village field on Sunday. John Hiatt will open.

# Favorite Dining Places



FOR INFORMATION REGARDING THESE RESTAURANT PAGES CALL MICKI PULSINELLI 201-231-6652

## Conca Doro Italian Restaurant

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Boneless Breast of Chicken Marsala \$8.95	Whole Maine Lobster \$11.95
Shrimp Scampi \$9.95	Veal Parmigiana \$10.95
Shrimp Broccoli over Linguini \$9.95	Prime Rib \$10.95
Surf & Turf (Lobster Tail & NY Strip) \$11.95	
	Daily Lunch Specials \$4.95

756-7310 64 Somerset St. North Plainfield

## Caruso's Fine Italian Restaurant

Chef Owner Pasquale Caruso  
PIANO ENTERTAINMENT FRI, SAT & SUN EVES  
Rated ★ ★ ★ ★  
WINE & DINE - STAR LEDGER  
"Caruso's is something to sing about in Plainfield"  
— Courier News  
All Major Credit Cards Accepted  
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Closed Mondays Reservations Suggested

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201-735-7889 OPEN 7-DAYS  
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### Friday Dance Night

7:30-11:30  
August 24 — Jim Hoffman  
August 30 — Bud Beavers & Elaine  
Sept. 7 — Jim Hoffman

## Dine Out with Micki

This weekly column is devoted to sharing with you, our readers, the different kinds of delightful, delicious cuisine in our area.

## 2000 Park Avenue Restaurant & Lounge

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**Entrees:**

- \* Fresh Norwegian Salmon \$12.95
- \* Whole Stuffed Main Lobster w/corn on the cob \$12.95
- \* Jumbo Fried Shrimp w/tarter sauce. \$12.95
- \* Soft Shell Crabs \$13.95
- \* Fresh Domestic Swordfish \$15.95
- \* Fried Seafood Platter \$12.95
- \* Broiled Seafood Combo \$13.95
- \* Twin Rock Lobster Tails \$15.95

All dinners include: Cup of Seafood Soup, Large Garden Salad & One bowl of Steamers per table, coffee or tea.

**New August Early Bird complete Dinner Specials starting at \$7.95**

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This weekend - Entertainment in our lounge FRIDAY & SATURDAY — THE SILVERTONES  
2000 Park Ave. (Rt. 531) S. Plainfield, N.J. 755-6161

## CONCA D'ORO RESTAURANT SOMERSET STREET NORTH PLAINFIELD, N.J. 201-756-7310

I first had the pleasure of dining at the Conca D'Oro Restaurant about 15 years ago when it was on Front Street in Plainfield. The occasion was a gathering of friends of my husband and their wives. It was probably the first Italian restaurant that my husband ever went to. His feelings were that no one could cook Italian as well as his mother and grandmother. Well, 15 years ago he was pleasantly surprised, and at subsequent evenings after, thoroughly pleased. And now, maybe 8 years since we last ate there, as pleased as ever!

The move to Somerset Street (January, 1989) is just a few blocks from the original site. The present site is much larger with more off street parking. The menu has changed from what I can remember, the prices seem lower. Other than that, the food is still good and the service is excellent. Why change something that has been successful for 25 years?

The owners, Lou and Salvatore Terraglia, assisted by Lou's wife Charlene who does hostess duties, look too young to be in business that long. But they have, and they do what they do best. And what they do best is own an Italian restaurant that serves good food, in a pleasant atmosphere, and at reasonable prices.

The interior is paneled with an intersperse of painted walls, and a large picture window in the front. Table settings consist of a pale yellow table cloth with small lights on each table. In the background live piano music can be heard coming from the lounge. The pianist, Buddy Page, can be heard Thursday through Sunday. We were informed that Buddy could probably play any tune you requested.

There are winding steps leading to the upstairs room. This room can seat from 125 to 150 people for banquets, parties and weddings.

Conca D'Oro's menu is large, with over 75 items including appetizers, soups, salads and entrees. Add to this at least 18 appetizers and 5 entree specials, and you'll realize that their menu is one of the largest and most diversified in the area. Some of the more interesting items on the menu are: escarole soup (\$3.25), broccoli raab, garlic & oil (\$7.95), pasta with procutito (\$10.95), and chicken with onion, lemon sauce and vinegar (\$11.95).

Prices for pasta dishes range from \$6.50 for tomato sauce to \$12.50 for eggplant rollatine with ricotta cheese. Veal entrees, eight in all, average \$14.00, chicken entrees \$13.00, steaks and chops for \$13.25 to \$18.50 for filet mignon and lobster tail. There are also fourteen seafood entrees at prices from \$12.00 to \$20.50 for zuppa di pesce alla genovese. All meat and seafood entrees are served with a salad and spaghetti.

Each table is treated to good Italian bread from a Bayonne bakery. The bread is baked the old fashion way, in a wood burning oven. My husband and I shared one of the appetizer specials, fried Italian peppers and fresh mozzarella (\$7.95). This was served in a large platter and garnished with onions, tomatoes and fresh basil. What a delightful treat this was! The fresh basil added a nice touch to the overall taste.

My husband also ordered a bowl of escarole soup (\$3.25). This is an item you don't find on too many menus. And, since it is one of his favorites, he couldn't resist. The soup consisted of escarole, and bits of chicken and carrots in a good stock.

For entrees we chose veal marsala (\$13.25), from the regular menu, and stuffed calamari, from the special menu (\$14.95). The veal was of good quality, quite tender, and served with a tasty marsala wine sauce with mushrooms.

The stuffed calamari, two large pieces, served in a huge platter with mussels and pasta in a white sauce was more than I could ever eat. It was good, in fact better than good. If you like calamari, the stuffing consist of pieces of it, then I recommend you try this.

For dessert, my husband could not resist ordering Conca D'Oro's homemade tiramisu. No matter how filled you may be, this light dessert made with imported mascarpone cheese, eggs, brandy and cocoa powder, and served in a pudding dish, is the perfect finale for any good meal.

If you have never been to the old Conca D'Oro on Front Street in Plainfield then I suggest you hurry to the new one in North Plainfield to sample good Italian cooking of items that you won't find in most restaurants.

Major Credit Cards

This column is designed to acquaint our readers with dining spots in the area. It is not intended as a critique.

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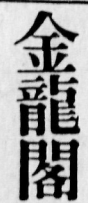
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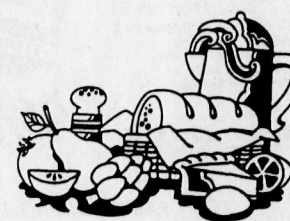
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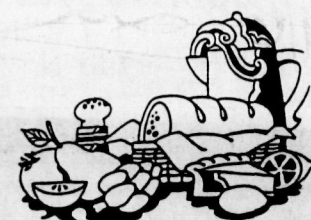
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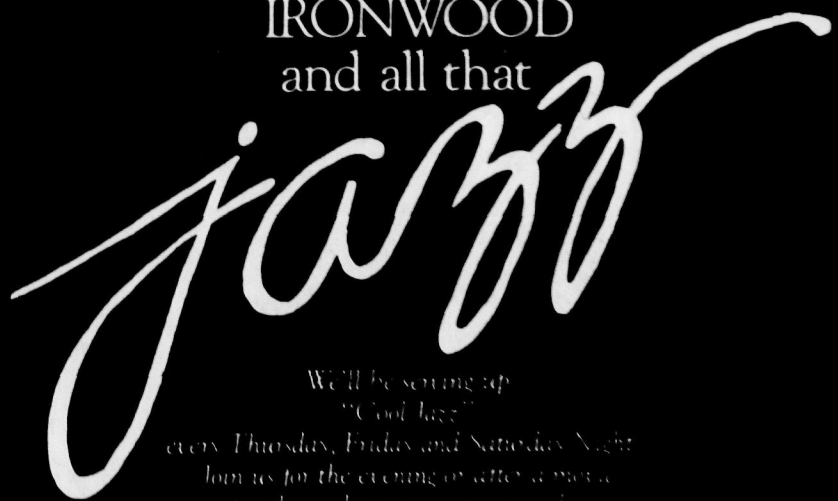
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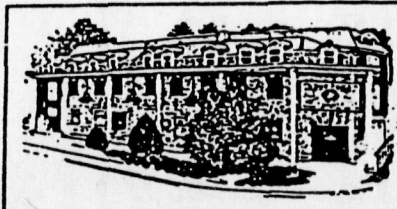
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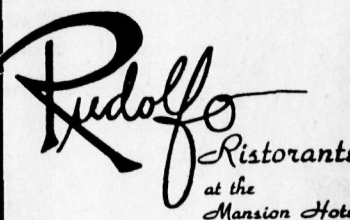
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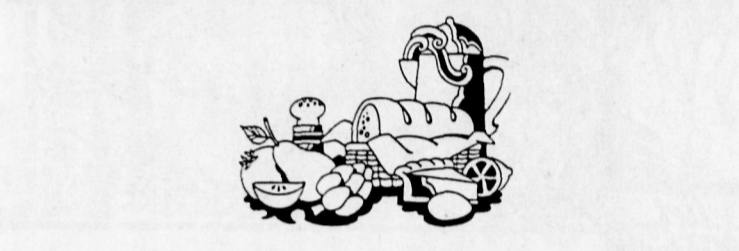
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# BACK TO SCHOOL & COLLEGE



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SUPPLEMENT TO:

**Forbes Newspapers**

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# Nutrition unclear to kids (of all ages)

Children can't always tell the good from the bad when it comes to what they eat, as evidenced by three out of ten students believing that french fries are as nutritious as a baked potato. This is just one finding from a landmark survey of 10,000 fourth and fifth graders nationwide about nutrition.

Most experts now agree that proper nutrition in childhood can greatly influence later eating habits. The Mott's Food For Thought Survey was designed to determine what youngsters know about good eating habits, especially in regard to cholesterol, saturated fat and sodium, which have all been linked in some way to an increased risk of heart disease.

"The survey results indicate that children have a basic knowledge of nutrition," says Frank DeLeo, vice president of marketing for Mott's USA. "However, additional education is needed to help youngsters use this knowledge to make the right food and beverage choices."

## Good and bad eating habits

Kids do seem to know the difference between good and bad eating habits. They know that:

- Vitamins don't make up for a junk food diet (82 percent);
- Eating a small breakfast, medium lunch and large dinner is not ideal (60 percent);
- Skipping breakfast and making it up at lunch is not okay (87 percent);
- Eating only one meal a day is not the best way to lose weight (76 percent).

## Cholesterol, fat and sodium

But, when the youngsters were asked about cholesterol and sodium, they were better able to select the correct definitions than identify foods in which they are found.

Two-thirds of the students were able to identify cholesterol in simple terms as "something that can build up in arteries and veins," and nearly the same amount correctly identified sodium as "a needed mineral that can cause high blood pressure in some people if they consume too much."

However, less than 40 percent of the students are aware that chicken has less cholesterol and fat than a hamburger, sirloin steak or spare ribs.

And, less than 25 percent identified American cheese as having a higher sodium content than chicken, eggs and spinach.

The students are most confused about saturated fat. Only about one-third are aware that saturated fats are found in meat, cheese and whole milk and can increase cholesterol levels. Nearly as many students incorrectly think saturated fat is "the part of fat that makes you gain weight."

## Common foods: Very healthy, okay or not so good

When asked to judge common foods as "very healthy," "okay" or "not so good," the children are on target with foods that are obviously healthy and those that are considered junk foods. However, they miss the mark when it comes to those foods that are between the extremes.

For example, they are aware that broccoli (82 percent), apple sauce (81 percent) and low fat yogurt with fruit (74 percent) are "very healthy," and that chocolate chip granola bars (64 percent), chocolate pudding (57 percent) and cola (63 percent) are "not so good."

But, confusion arises when the students are asked about foods with nutritional values that are less obvious. One out of every three students says that an English muffin with cream cheese is "very healthy," and more than half

think hot dogs are "okay" or "very healthy." Both, in fact, are loaded with fat and sodium.

three students think these drinks are equally nutritious, even though fruit

drinks are diluted with water, usually contain added sugar and often have artificial ingredients.

## Fruits and vegetables

When it comes to fruits and vegetables, the youngsters already know these are as good for them as mom has always said. Most children understand that fruits and vegetables are a great source of vitamins (86 percent) and are low in calories (59 percent). Fortunately, most children (86 percent) haven't been fooled into believing that processed fruit rolls are as healthy as apples, bananas and oranges. Many of the processed fruit snacks that are popular among kids today contain many artificial ingredients and little fruit.

However, the students' knowledge is not as good when it comes to understanding the difference between fruit drinks and pure fruit juice. One out of

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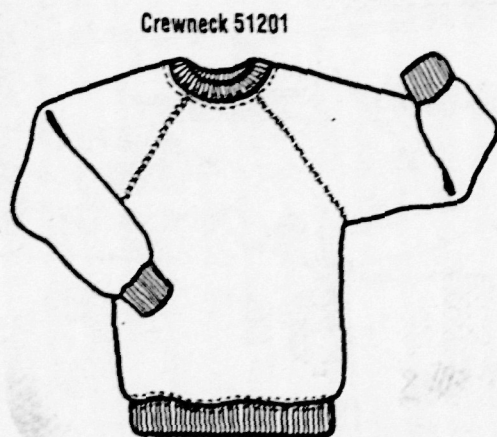
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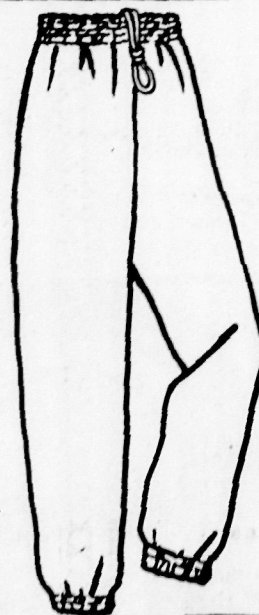
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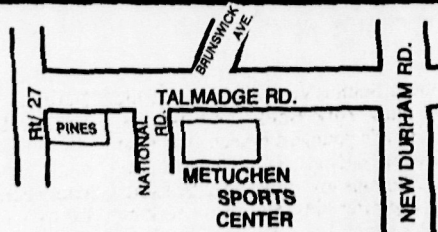
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TWENTY LUCKY CHILDREN were winners of a Hush Puppies "Bond," representing a \$10,000 College CD at the First Children's Bank.

## Don't spoil children; say 'no', MD says

By FREDERIC FLACH, M.D.

One of the most difficult things for parents to do is say no. When children are small, it seems easy enough to say no when they reach for a hot stove or lean precariously across an open window sill. But when they want the material pleasures other children seem to have—toys, trips, television sets—setting limits becomes more difficult indeed.

It may seem innocent enough, giving children whatever they want if one can afford it. Allowing them unlimited freedom to go where they want, stay out as late as they choose, keep whatever company they prefer, may on the surface pass for giving them independence. More often, however, it reflects the parents' fear of confrontation, their inability to communicate, and their assumption that denying their children will compromise the development of self-esteem.

## Special CDs offer tuition savings plan

Whether entering kindergarten or returning to elementary or high school, some children have their thoughts only on seeing friends and favorite teachers and beginning new classes.

Other children—and their parents and relatives—have their focus on the future, on the day these "babies" will be entering college. Smart parents—and kids, too—know better than to wait until applying to colleges to address the financial need to support application fees, tuition, and expenses.

"These smart planners are buying College CDs," notes Georgette Bennett, Senior Vice President of the First New York Bank for Business. This Bank's youngest branch, The First Children's Bank, is located in the world famous toy store, FAO Schwarz. "We also offer kids their own checking and savings accounts at The First Children's Bank, but most popular are our College CDs which account for more than 80 percent of their deposits.

"Years ago, when kids talked about money and savings, they meant their allowance and a piggy bank—until perhaps junior high school years. Not so today. Money management is a part of our consumer life which children have to understand at an early age or

be handicapped in tomorrow's society. Our Children's Bank was developed almost two years ago as a community service to educate children about money and banking, and teach them fiscal responsibility through hands-on experience. We also teach children the joys of giving money—to worthy charities. When their CDs reach \$10,000, we make a donation to a charity of their choice."

Because the foundation of The First Children's Bank is education, it was proud to have been chosen last year as the depository for the 1st Annual National College Sweepstakes for Higher Education, sponsored by Hush Puppies Boys and Girlswear and Hush Puppies Children's Footwear. Entering was easy. Entry forms were available in children's apparel and shoe departments of participating stores nationwide. An independent judging organization drew the names of 20 winners, eight years old and younger. When the children turn 18, each of their Hush Puppies College CDs will have matured to \$10,000!

Thomas Gleason, Chairman/CEO of Wolverine Worldwide, licensor of the

(Please turn to page 8)

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## A cold or not?

# It's allergy alert time

Children with never-ending "colds"—chronic runny noses, itchy eyes and croupy coughs—may, in fact, have allergies. Children's allergies are sometimes confused with colds because youngsters are not familiar with allergies and their symptoms and, therefore, cannot express their discomfort to parents or school nurses.

According to recent reports by allergy specialists and related foundations, more than 20 million U.S. children suffer from allergies. Among children ages 6-15, sneezing, itchy eyes and runny noses account for 130 million lost school days. It is important that parents learn about the tell-tale allergy signs and discuss the child's symptoms with a family doctor or allergy specialist.

The following chart can help parents to distinguish the symptoms that signal possible allergies from those that are probably a cold.

In addition, "Welcome To The Allergy Neighborhood" is an eight page coloring book that helps children understand allergies, their triggers and their treatment.

Children are welcomed to the allergy neighborhood by big, bold letters describing allergies. Then, as they journey down the street, into friends' backyards and homes, they are asked to color in the items (such as grasses, trees, feather pillows and stuffed animals) that might make them sneeze.

Once the children understand allergies and their causes, they visit their friendly allergy specialist who examines them for allergies and prescribes medication to make them feel better.

The enjoyable, educational "visit" to the allergy neighborhood ends with a game of baseball and the important message that children with allergies are as healthy and active as their friends.

"Welcome To The Allergy Neighborhood" is available, free, as a public service from Nasalcom, the prescription allergy blocker. Call the Allergy Information Center and Hotline, 1-800-727-5400 to order your copy.



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	COLD	ALLERGY
● Family history.	Not relevant.	Almost always.
● Irritated, red, itchy eyes.	Almost never.	Often.
● Sneezing.	Sometimes.	Almost always.
● Duration.	2 days to 2 weeks.	May be persistent and recurrent.
● Fever.	Almost always.	Rarely.
● Nasal discharge.	Thick, cloudy, yellowish.	Thin, clear and watery.
● "Allergic crease" (horizontal crease at the bridge of the nose).	Rarely.	Often.
● Allergic "Shiners" (discoloration under the eye).	Rarely.	Often.

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# Home is where A's are

Almost one third of our nation's ninth graders will drop out of school before graduation, reports clinical psychologist Dr. Ruth Peters, based upon a recent U.S. Department of Education Study.

"That's millions of kids—and because they lack study skills, they will never reach their full potential," says Peters in her new book, *Who's In Charge? A Positive Parenting Approach To Disciplining Children*.

"Don't depend upon the teacher or the school to teach your child how to study," cautions Peters. "It's up to parents to help their child develop the technique and attitude necessary to successfully achieve in school."

Peters' practical, straight-forward book trains parents how to successfully teach their youngsters effective study skills beginning in kindergarten. In the past four years, Peters' clients have raised their grade point averages just over two points—that's D's rising to B's, and C's to A's. "The impact that success has upon children's self-esteem is tremendous—I wish all parents could give their child the opportunity to succeed through strong study techniques."

*Who's In Charge?* is available in book stores for \$12.50, or for added convenience can be ordered directly from the publisher, Lindsay Press, Inc., by calling their toll-free order number: 1-800-438-1242.

# Youth are backers of recycling

Today's generation of college students, often maligned as materialistic and socially disconnected, are actually deeply concerned about the environment, with 95 percent agreeing that Congress should pass tougher laws to protect the environment, and 94 percent willing to pay more for products that are environmentally safe, according to an opinion survey commissioned by the National Wildlife Federation (NWF).

The survey was conducted last year by Hughes Research Corp., a national research firm based in Rockville, MD. Five hundred undergraduate students between 17 and 24 years of age were surveyed. All were enrolled in a four-year college or university. Approximately one-half were male and one-half were female.

Other key questions of the survey revealed strong sentiments on behalf of environmental quality:

- Nearly 75 percent believe that recycling of newspapers, glass, and cans should be required by law in all communities.

- While 66 percent believe that industry today is more concerned about environmental protection than it was five years ago, 76 percent believe that industry influences government to pass less effective environmental protection laws. And students take their environmental concerns into the voting booth with more than 70 percent agreeing that environmental protection is important in electoral decisions.

The National Wildlife Federation is the nation's largest conservation organization.



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# 'Pop' for nutrition, savings

If you've got college students who love popcorn, a popcorn popper should top your list of back-to-school supplies.

The Stir Crazy<sup>®</sup> popper from The West Bend Company is elite when it comes to poppers; it has been awarded the Popcorn Institute's Seal of Quality Performance.

The popper is similar to movie theatre poppers; a motorized rod stirs kernels as they heat. So, you get more pop using less oil. Other amenities include a 6-quart cover that flips to become a serving bowl and well that melts butter as the popper heats.

More importantly, a three cup serving of Stir Crazy popcorn costs only about 11 cents, great for college students short of cash. And, it has only 133 calories compared to an average of 145 calories for microwave brands and 426 for potato chips.

It's also very convenient. Here's a delicious idea for students pressed for time: Pop a large batch of popcorn and store it in a large plastic container with an air-tight lid. Before class, fill a zip-lock bag with popcorn and place it in your backpack. It's lightweight, easy to carry, and best of all, convenient whenever a hunger pang strikes.

The following innovative, easy-to-make recipes from the book, *For Popcorn Lovers Only*, by Dianne Pfeifer, are guaranteed to add pizzazz to your popcorn.

### THE GODPOPPER

- 1/2 cup uncooked popcorn
- 3 tablespoons olive oil
- 1 tablespoon butter
- 3 cloves fresh garlic, pressed
- 3 tablespoons grated Parmesan cheese

Pop popcorn using 2 tablespoons



**BRAIN FOOD:** Stop spending money on vending machine junk food. With the Stir Crazy<sup>®</sup> Popcorn Popper, popcorn and some zip-lock bags, it's easy to enjoy a nutritious, low-calorie snack before, during or in between classes.

olive oil instead of cooking oil. Set aside in large bowl. Melt butter in a small pan over low heat. Stir in remaining olive oil. Add garlic to pan and sauté briefly. Dribble over popcorn. Toss with hands to coat thoroughly. Sprinkle with Parmesan cheese. Serve or else!

*Shortcut:* Substitute 1 tablespoon bottled garlic butter and 1 tablespoon butter for coating mixture.

*Variations:* For a crunchier effect, spread popcorn mixture on greased baking sheet and place under broiler for one minute. Check constantly to be sure popcorn is not burning. Remove and cool before serving.

Yield: 8 cups.

### JAPANESE TERIYAKI TOSS

- 8 cups popcorn
- 1 tablespoon butter
- 1 teaspoon rice vinegar
- 2 teaspoons soy sauce or tamari
- 1 teaspoon brown sugar
- 1/4 teaspoon garlic powder
- 1/8 teaspoon ginger powder

Melt butter in small pan over low heat. Remove from heat. Stir in remaining ingredients. Dribble over popcorn. Toss with hands to coat thoroughly. Leave shoes outside, please!

*Shortcut:* Melt butter with 1 tablespoon dry or liquid teriyaki sauce in place of other ingredients.

Yield: 8 cups.

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# Games can be learning investment

- I'm often "raid-ed."
  - I hang out with trash.
  - Without wings, I would be a walk.
- (The answer: A fly!)

Clever Endeavor, a terrific new way for young people to look at the world around them, is for ages 12 and up with a suggested retail price of \$30.00.

Quick Wit, another Parents' Choice Award winner, is the first game that rewards common sense, testing players' perception, intuitive thinking and sense of humor. Quick Wit's 900 questions, covering a wide range of subjects and categories, tap students' creativity and intuition, not just their knowledge of trivia. Fast-paced and challenging, Quick Wit is for ages 12 and up and has a suggested retail price of \$30.00.



TODAY'S BOARD GAMES combine education with fun.

young funnybones. For ages five to nine; its suggested retail price is \$10.00.

After the homework is done, it's time for fun. Pictionary Party Edition is the hot new version of America's favorite game that's perfect for letting off steam at home or in the dorm. In a race against time, two teams compete simultaneously on opposite sides of a 15" x 15" easel to sketch and guess the

same word or phrase. At the end of each frantic and hilarious round, both teams will enjoy comparing sketches and sharing laughs. When the party's over, Pictionary Party Edition folds into a convenient, attractive carrying case. Pictionary Party Edition features 500 all-new words and phrases and can be used with any other Pictionary edition. For ages 12 and up; the suggested price is \$30.00-35.00.

For youngsters, The Games Gang's Sentence Game For Juniors is "picture perfect." With delightful renditions of zebras, witches, whales and waiters, The Games Gang's Sentence Game For Juniors helps build picture-word recognition, while teaching youngsters to build complete sentences. The board is double-sided, providing two levels of play, with different challenges for different age groups. The Games Gang's Sentence Game For Juniors is created to stimulate young minds and tickle

## It's head-to-toe health check time

ⓂSchool bells will be ringing soon. And for many parents throughout the United States, it's time to get their children off on the right foot.

In pursuit of President Bush's goal of "Building a Better America," an army of about 46 million kids will be attending classes—17 percent for the first time, in pre-kindergarten, kindergarten, and the first grade.

Foremost among the pre-school priorities for parents is the need to get their children properly immunized. The first step is to contact the local health department for immunization schedules regarding the required vaccinations—especially DTP (diphtheria, tetanus, and pertussis) and polio, both of which require a series of doses.

The importance of maintaining full immunization is as great today as it ever was, according to Kenneth Anderson, a public health advisor at the Centers for Disease Control in Atlanta. He warns that some children's diseases, particularly measles, are on the increase.

Of course, preparation also includes such varied chores as purchasing school supplies and making arrangements for car pools.

Not to be overlooked is the high-priority item of a wardrobe. No easy task, clothing shopping requires many hours to get the proper sizes and accessories.

Although Johnny and Susie are not always needed at the clothing store, their presence at the shoe store is essential. Many of the things that can go wrong with our feet begin in childhood.

To avoid problems, selection of proper-fitting shoes is of the utmost importance. Ill-fitting shoes can deform feet and aggravate existing problems. Shoes should be at least a quarter inch to a half inch longer than the longest toe of the larger foot.

As a child's feet continue to develop, it

may be necessary to change shoe and sock sizes as often as monthly to allow room for growth. Periodic consultation with your podiatric physician can help to anticipate and resolve your child's foot problems.

For more information on children's feet and foot health, call toll free 1-800-FOOTCARE.

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## Facts, myths

# Poring over teen pores

Acne is the bane of many young peoples' lives and the myths surrounding the condition are endless. Well-intentioned advice from school-friends and parents can inflame already irritated skin. Teens who are desperately seeking that "miracle cure" often end up needlessly aggravating the situation. To clear up all the confusion, the Neutrogena Skincare Institute has compiled a list of common misconceptions together with the real facts about acne.

**Myth:** Eating candy causes pimples.

**Fact:** It is rare that high-sugar or high-fat diets are related to skin flare-ups. That doesn't mean, however, that diet doesn't affect your skin. A well-balanced diet provides the proper nutrients that flow through the bloodstream "feeding" your skin and keeping it healthy.

**Myth:** Squeezing pimples is a quick method to get rid of them.

**Fact:** Just the opposite is true. By squeezing, you break down the protective cell walls of the pore, causing inflammation and infection to the surrounding tissue, which could lead to permanent scarring.

**Myth:** The more you cleanse your face, the better chance you'll have of clearing up your acne.

**Fact:** Aggressive over-cleansing can aggravate acne problems and cause irritation so that your face may not be able to tolerate treatment medications. Instead, wash only twice a day with a mild soap such as Neutrogena Cleansing Bar For Acne-Prone Skin. This specially formulated soap is non-comedogenic, so it rinses away completely, never clogging the pores.

**Myth:** Using an alcohol-based toner provides extra deep facial cleansing.

**Fact:** The term "deep cleansing" is in itself a myth. Cleansing products only affect skin's outer layer. To keep skin clean, dermatologists recommend cleansing two or three times daily with an oil dissolving, non-medicated soap that leaves nothing behind to interfere with the benefits of prescribed or brand name acne treatments.

**Myth:** To really blitz the zits, you have to apply a medicated lotion first



FACE THE FACTS ABOUT ACNE: The Neutrogena Skincare Institute offers expert advice on caring for acne-prone skin.

thing in the morning or before bedtime.

**Fact:** Take heart! You don't have to endure an unpleasant smelling medicated preparation to combat acne all day long. Instead, after cleansing skin, apply an acne mask to the affected area. Leave on for 15 to 20 minutes, then rinse off. One to try: Neutrogena Acne Mask which combines 5 percent benzoyl peroxide with the oil-absorbing, drying properties of a clay base.

**Myth:** Skin with acne should never be moisturized. It aggravates the situation even more.

**Fact:** Skin over-dried by modern acne treatments such as Retin-A, Accutane and benzoyl peroxide needs a light water-based moisturizer. Apply it only to dry areas and be sure it's non-comedogenic.

**Myth:** The burning, tightness and stinging you experience with your toner means it's "working."

**Fact:** In fact, the burning sensation indicates that you are aggravating an already bad situation, allowing acne to become even more irritated. Select an

alcohol-free antiseptic. The one made by Neutrogena provides up to six hours of antibacterial action and removes excess oil without the "burn."

**Myth:** Foundation makeup is out of the question for acne sufferers. It can irritate and worsen pimple-prone skin.

**Fact:** Oil-free, water-based foundation is fine for this skin type and can be used on special occasions. However, for daily makeup, loose powder is better because it helps absorb excess oil. First, apply a cover-up formulated to heal while it hides, then dust on powder that matches your skin tone. Be extra meticulous about removing every trace of makeup daily.

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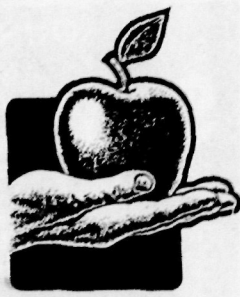
(Continued from page 3)

Hush Puppies name, commented on the company's development of this Scholarship Program:

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For information about The First Children's Bank or where to enter the 1990 Sweepstakes, call (212) 886-9746.



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