

BONDETTES TO MAKE BOW IN CITY TODAY

Albany First to Use Novel Thrift Plan at Stores; Cash or Bonds Given;

Bonnettes — newest thrift plan; newest word in merchandising, newest term for household savings — makes its bow in Albany today.

This new thrift plan has been developed after two years of study by officers and members of the Bondettes Corporation, an Albany organization built upon national lines.

The plan will appeal instantly to every householder, it is expected for it affords an actual cash saving on every dollar spent in any approved Bonnettte store.

The Bonnettte plan will make it possible practically every family to own U. S. Savings bonds.

Bonnettes are redeemable for United States Savings bonds or cash on a basis that provides a new plan of saving by spending at Bonnettte stores.

IF FIRST

The Bonnettte plan is being initiated in Albany, which will be the first city in the country to see this new savings plan in operation. Basically it provides for licensing of merchants, approved by the Bonnettte Corporation. These approved merchants are entitled to share in the Bonnettte plan. They buy Bonnetttes from the designated Bonnettte bank. The bank holds such money in a special deposit account for the actual redemption of the Bonnetttes.

Here's the plan:

In addition to newspaper advertising in which authorized merchants are listed, all Bonnettte merchants are distributing complete Classified directories of co-operating stores. Shoppers are instructed to look for the authorized Bonnettte store in one or another of these listings carrying the merchandise required—anything from gasoline and clothes pins to furniture and religious goods.

Shoppers intent on getting Bonnetttes with their purchases are also told to look for the Bonnettte Corporation emblem on the windows of retail stores. Only regularly authorized Bonnettte merchants can give Bonnetttes.

When you have made your purchases, the merchant gives you Bonnetttes in proportion to the charge accounts. Bonnetttes are given by the merchant when payment is made promptly within the credit terms of the store.

WITH SMALL PURCHASER

You get Bonnettte with every purchase of 25 cents or more. You get one full Bonnettte with every purchase of \$1. fractional Bonnetttes for lesser amounts. For instance a \$1.50 purchase entitles you to one and a half Bonnetttes and a \$10.00 purchase to 10 and one-half Bonnetttes. And they are obtainable with such necessary family essentials as meats, foods, motor fuel and other day to day requirements when brought at authorized Bonnettte stores.

Bonnetttes are equally valuable no matter from which Bonnettte merchant you get them.

The Bonnettte plan is calculated to give a greater thrill on the part of house-holders.

When you have collected 83 1/2% Bonnetttes, you take them to the National Commercial Bank and Trust company, 60 State street, Albany, the designated Bonnettte bank for this area. The bank will redeem them for a United States Government Savings Bond worth 125 at maturity.

If you don't want to wait until you have accumulated enough for a Government Bond, you can redeem your Bonnetttes at the designated Bonnettte bank for cash. Cash redemption is made on the basis of units of 250 Bonnetttes. The bank will pay you 14.25 for 250 Bonnetttes or \$9 for 500 Bonnetttes.

PLAN SIMPLE

The whole plan is just as simple as that. You patronize authorized Bonnettte merchants. You buy only what you want. You take advantage of sales conducted by Bonnettte merchants. You get Bonnetttes with every purchase of 25 cents or more, whether you pay cash or charge it, providing, of course, that payment on the charge account is made within the period specified by the merchant. Then you redeem your Bonnetttes for United States Savings Bonds or cash.

No strings. No tricks. No contest.

John O.G. Fish is president of the Bonnettte corporation, which has its headquarters at 40 Howard street. Major Van Lear Woodward is vice president. The National Commercial Bank and Trust company of Albany, chartered in 1825 and one of the larger banking institutions of the state, has been named as the designated Bonnettte bank. Each Bonnettte bears the name of the De Rouville Advertising Agency of Albany has been designated by the Bonnettte corporation to handle the corporation's advertising in connection with the Bonnettte campaign in Albany and elsewhere throughout the nation.

ENDEAVOUR COOKS HEROES TO SKIPPER

(Continued from Page 1)

below and sea all the space there really is.

We had planned to sail home in style but when our fresh meat gave out after six days, it wasn't exactly like living in the West End, (London), but those of us who had stomachs left fed like fighting cocks.

wouldt* Just the helmsman—three hour at the wheel, in enough for any man—and tw6 hands on deck

III AR "LOS Y" REPORT

Two others sat at the foot of the companionway, ready to come up at a shout. The others could snooze or smoke or sit around reading or trying to pick up radio messages. They weren't so keen on the radio after Jack Sargent tuned in one night and heard a report that we had foundered.

FRESH BREAD DAILY

Hera ia a typical menu during the thirteen day we sailed without a sail or funnel in sight: breakfast—Eggs, preserved bacon or tinned liver, bread and butter, jam, marmalade and tea. (Coats) and Uglow never missed a day with their fresh hot bread.

Mid-day dinner—Leg of pork, beef or mutton (while the fresh HBS*H*lasedr wife potatoes an)J cabbage. Afterwards the cooks hashed up bully beef, canned peas and potatoes. To make a change

When we are racing, the Mate and I have our own cabins and the crew sleeps together in the forecastle. There are plenty of Stateroom* for the owner and his -fr)Pads, while right aft there is the prettiest ladies' cabin, with plenty of cushions and frills and a nice wardrobe mirror with a shaded light.

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ham and tinned peas and called it Irish stew. For dessert there was a jam tart or roly-poly pudding, and always plenty of bread and cheese. Tea at 4 o'clock consisted of breads butter and jam and a slab of currant cake, and sometimes canned tomatoes and sardines.

Any meals after that the men would get themselves. The cooks had sweated plenty by tea time and deserved fresh j

It was hot over those stoves and with the Endeavour rolling 60 heavily, pans had to be tied down with string. The ovens Wouldn't be left alone for a second.

We thought we had plenty of whiskey and MH* aboard, but when we opened the last esse of rum we found out somebody had played a joke on us. We didn't laugh to find out the rum jars contained lard.

We tried to keep the men comfortable on the trip across. When inn became, they went to work scrubbing decks and getting the gear in trim, but when we had a br*ere there*

had the toughest jobs over the stoves and deserved a bit of air. I put six men in the ladies' cabin, where they had a nice mirror for shaving and sprucing the m*el ves..up^ However, few bothered to shave—until we reached home, but there was a nice bathroom in "Which all tubbed in sea water.

We wer* making the best of it, but plenty-sick of the sight of the sea, by September 21 when was no wind and the sea lolling extra heavy. The mate logged on this date: "The ship is doing ill Best t(fToll oven".

The crew was still worried about the people back home and tried reading old magazines to take their minds away from -wITeTfne" "WIST" the t(fTweT" aWT families"" were doing and th*inking after hearing the broadcast that we had foundered. But, I never heard a grumble.

overtook us. Hoisted a signal to htm to be reported to Lloyds hjc wtralea

cated by semaphore, asking him to report us all well. Captain told us they had been concerned about us. We thanked him and the Cheyenne then proceeded on her course."

Now our biggest worry, anxiety for the people back home, was taken off our minds for the first time since September 21, when we heard the report we had foundered. Land Dan Mutton, who knows a bit of Morse, tried to tap out a message reporting us all well.

The next day we passed several French fishing smacks — they get a long way out, those Frenchmen. We were mighty glad to see them and gave them a hail as we passed.

We surmised all shipping had been warned to keep a lookout for us. At 4 p. m., with a nice breeze blowing southeast by

and the boys handed over letters for their mothers and wives.

Two motorboats came out from Falmouth. I logged:

"We realized now what anxiety there had been for our welfare."

At 2:30 p. m., with Eddystone light abeam, one of the airplanes dropped a float.

We picked it up and imagine my surprise (Logged the mate) to find on opening it a message from my wife.

The log continues: —

"8 p. m. radio news bulletin mneed Viva had arrived off the Needles and turned back to meet us. Get tow rope ready."

That's the Anal entry in the log. Soon afterwards we reached we reached Gosport. The cheers they gave us in welcome made all of us feel good.

Now I have just had time to look over the ship and learn how much she suffered from the voyage. All she wants is a good brush-up, which says a lot for the men who built her

I want to thank Captain Abram, my navigator, for all his help and advice during the trip. With 50 years of ocean experience behind him, what he doesn't know about taking sights and soundings and about the weather isn't worth knowing. He left us yesterday for Birkenhead to take out a mud dredger far to the east.

Now I'm taking a day off to have my first real chat with my other since my return.

I have had over a thousand cables and telegrams from America and England so far. I never would be able to answer them, so I must thank all my well-wishers in the United States through the Times-Union and the other newspapers which are publishing these articles.

MESSAGES FOR HOME —

At 2 a. m. a thick fog ^^^^^ (What a slice of luck—taking the light before the fog came on!) Now we were sure of our position. The fog lifted at 6:45 a. m. and at 8:45 we signalled Lizard's light. Here is my log:

"and there was a scramble for the shaving mirrors in the bathroom. We hailed a Cornish crabber

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CIRCLE! REPEAL BOOSTS CANDY



"Circle Picture*" mapped at random on the streets by Times-Union photographer. The one pictured here wins two tickets to the Palace theatre, now showing the Ritz Brothers in "Life Begins at "College." Just bring this picture to The Times-Union, 34 Beaver rt7-youTtcf and get your tickets.

Survey Shows Fears Unfounded

—Alcohol and candy DO mix I

The drop in sales which confectioners feared from the repeal of prohibition has not materialised, the New York State Liquor Authority reports*

On the contrary, a survey conducted by the authority reveals that consumption of candy has increased since the legislators made it legal to take a drink.

Candy makers had lined up against repeal on the ground it would prove harmful to their business. Drinkers, they mourned wouldn't eat candy.

But the authority's survey indicated that they were "all wet." Mrs. John R. Sheppard reports: "In line with general business improvement, substantial gains are reported for ISM over IBM sales by the 8 chain stores.

"It is interesting to net* that sales figures submitted by one group show sales for ISM are about on a par with 1936 sales, that the second group sales are 10 per cent higher than those for ISM and that the third's 14* figures are about 75 per cent higher than IMS."

Twenty Boys Join Scout Troops

—Twenty boys joined the troops of Fort Orange Council, Boy Scout* of America, according to the weekly registration report. Among the new members are:

Troop 20—John Gander and Herman Kittler; Troop 29—Ed Moony and Jack Walsh; Troop 61, Altysmont — Edgar Hilsted and Larry Demarest; Troop 62, Fuller road—Robert Neubauer; Troop 53, Castleton—Gordon Shillinglaw; Troop 64, Clinton Heights—Armond Mitchell and Busasli -C. Palmer; Troop 57, East Oreenbush — Malcolm Jones, Robert Rate, Andrew Blair and John A. Seeh; Troop 59, Rensselaer — Carl E. Buachmann; Troop 75, Delmar—Thomas Potter, Richard Simon, Lorn Smith, Arthur Tomlinson and Lester Barker. Lawrence Beaulieu rejoined Troop 51, and Donald Endres, formerly of Troop 26, became a member of the Band Troop. During the week Troop 29 of the West End Presbyterian church applied for renewal.

Cost Accountants

Discussion—"The Objectives and Fundamental Concepts of Cost Accounting" will be conducted by the Albany chapter, National Association of Cost Accountants, Tuesday night at Keeler's restaurant. W. C. Wichman, General Electric company, Schenectady, will preside.

Heads Osteopaths

Dr. A. W. Bailey of Schenectady, was elected president of the New York State Osteopathic society, at its meeting in New York city yesterday.

let in and were rather amused to hear our position given as 27 miles southeast of Falmouth. Evidently the message had been jumbled.

—Jit JmidnighV September 30, we sighted Bishop's light and altered our course, bringing Bishop's abeam at 1:30 a. m. The ship averaged 10 knots, doing 130 miles in 13 hours.

AUTOMATIC HEAT

-Mr

HIRE'S THE WORKS!

A single moving unit turns —and you have low-cost, dependable Automatic Heat for years to come. That's the Delco Roto-Unit—an exclusive Kisco feature.

Delco's Amazing New Rofopower Unit saves fuel... saves wear... saves upkeep

You can have dependable, long-lived, money-saving automatic heat... no matter what kind of heating you prefer. The new Delco Rofopower Unit and the famous Thin-Mix Fuel Control are built into the most popular models of Delco oil-heating equipment.

The Delco Oil Burner will make your present furnace entirely automatic. The Delco Oil Furnace is a complete heating plant, boiler and burner built as one unit. The new Delco Condensable Warms, humidifies, purifies and circulates the air in your home—air cow Unit at a heat*.

See your nearest Delco-Frigidaire dealer. Get his unbiased advice about the land of heat best suited to your needs.

DELCO AUTOMATIC HEAT

PRODUCT OF GENERAL MOTORS

J. M. STEINHARDT, Inc.
340-348 Central Ave., Albany, N. Y.
DIAL 5-MMM

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THETAIKOF THEKAD/O WORLD

Model R-187. S-Tsbe AC Si American treaeW. Nllee Cast, AmefcM* esd Aere-isse Stetieat. A fmy reisrshMe e* with Emrsisa Mlere.Selectee, l'efe wIM-CD Dial. AdsmcHo Velvme Cestrel, Teas Centrel' sad mssy ether sew sad scvencee' fffteree,

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Genuine Bayer Aspirin and Your Doctor

Each performs a vital function. Bayer Aspirin in relieving headache, neuralgia and other muscular pain. Your doctor in locating the cause and correcting it. Intelligent people do not hesitate to call on both.

O this may sound like strange advice for the maker of a headache remedy totrive*But's neyetu theisse, we give it.

If you ere subjecteto-frerjttent-headaches, go to your doctor and tell him about it. He may find the cause of your-headaches, correct it... and make your life far more pleasant.

On the other hand, if you have the^nciaeist^trfff etore; the moment you feel it coming on; and get a box of quick-acting BAYER ASPIRIN. Take one or two tablets with aglassof water, and see for yourself how quickly relief comes.

We refer to Bayer tablets as

RARE BUY!

e've a few—a very few—^rand

TWO

They're really so rare they ought to sell at a premium. Instead, we're pricing them as much as \$375 off present prices for quick action. Better see oeFore theyTgoT

V Mr

GAHRAN-BUICK GO.
476 Central Ave.
Teh 8-2235

WORLD'S BIGGEST SELLING LITTLE RADIO

Model Q 157

Four-tube AC-DC compact, standard American broadcast and police calls. Advanced type of T. R. F. circuit. Electro dynamic speaker. Over size grille dial. Audio overload control. Built-in antenna. Bakelite cabinet (Colors - Wsdmukj and*hiack->BRT.itory,i).

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EASY TERMS

Alberts Jewelry Shop
76 NORTH PEARL ST.
Ken more Hotel Bid*.

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CENTRAL TERMINAL WAREHOUSE

STOP PAIN! «M ORANGEINE
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