

Plant Makes Ice From Sea

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OVER 2000 GIFT AND ADVERTISING ITEMS ON DISPLAY IN OUR STORE

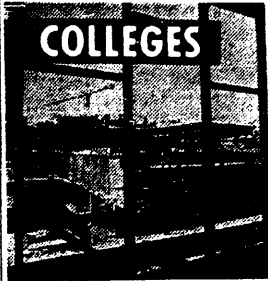
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EASTERN ADVERTISING NOVELTY CO.
804 Worthington St. Springfield
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Western New England College's popular evening division attracts its students from as far away as Conshohocken, Pa. . . as well as Massachusetts, Connecticut, New Hampshire, New York, New Jersey, Rhode Island, and Vermont.

Over 2000 Enrollment

In fact, 81 per cent of the 2120 men and women presently enrolled, or 1724, are from Massachusetts, including 521 from Springfield alone, over 1100 from Springfield area towns, and another 20-plus from the Boston area. Almost 19 per cent of the evening student body is from out-



town, including 379 from Connecticut.

So whether you come from Cherry Valley, Mass., or Deal, New Jersey, this community's oldest resource for continuing education has much to offer, like graduate programs in law and business administration, and undergraduate programs in engineering and business administration.

The MBA Program is

Sons Joining Goodman Co.

Harry Goodman of Harry Goodman Co. reports he is being joined in the operation of the waste paper and scrap iron disposal business by sons Daniel, and David, marking the fourth generation of Goodmans' to run the company since its founding in 1898.

The past year was a turning point for the company in the handling and bailing of waste paper with the installation of a new automatic shredder and bailing system. The new system has given converters such as department stores, factories, food stores and householders a place where they can dispose their waste materials and get paid for doing so.

In the scrap iron section, the Goodman's process material for foundries and steel mills. Steel pipe, scrap from local factories and buildings are cut to size and used in local foundries.

The present employment level of 25 may be increased with the addition of new equipment, Goodman said.

designed to develop critical, analytical problem-solving and decision-making capabilities under the watchful eyes of a faculty drawn from a variety of disciplines, and including those specialists who are now practicing in the business world.

The only evening division law program in Massachusetts outside of the Boston area is at Western New England College. It prepares its students for the bar examination and the practice of law, as well as equipping qualified men and women for the increasingly important legal work in such allied fields as insurance, tax, accounting, and finance. The law school faculty is also comprised of prominent local practicing attorneys who have concern for the standards of the legal profession.

Wide Variety

If, however, you have yet to finish college or have recently graduated from high school, WNEC offers a wide variety of undergraduate degree courses in the areas of accounting, management, marketing, and engineering and management, as well as electrical, industrial, and mechanical engineering.

As an integral part of WNEC's total educational program, the evening division organized to serve the adult members of the community who desire to begin or continue their education on an undergraduate or graduate level; improve their earning power; improve their occupational knowledge and skills; improve for self-development; or improve for the pursuit of avocational interests.

Western New England College proudly points to the fact that over 650 business and industrial firms throughout Western Massachusetts and Northern Connecticut are now represented in the evening division; that over 2900 alumni are prominent in the fields of law (27 per cent of all practicing lawyers in Hampden County are WNEC graduates); engineering, administration, science, education, and in-

Springfield area also hold this geographical area to the certified public accountants in the Greater Springfield area also hold this geographical area to the establish degree-granting first educational institution in programs.

Western New England College

Evening Division Attracts Students From Many States

IN BERKSHIRE COUNTY ONE BANK STANDS OUT ABOVE THE REST

**BANK ASSETS OVER \$90,000,000
TRUST ASSETS OVER \$110,000,000**

FIRST AGRICULTURAL NATIONAL BANK
of Berkshire County

Pittsfield, Massachusetts

How many sick days should you allow your copier?

Even one lost copier day is one too many.

Every time your copier breaks down, it means trouble. Complaints. Phone calls. Service calls. And, of course, you don't get any copies.

We've done something about copier breakdowns.

We've built what we believe is the most dependable copier around, our 675. The reason it's so dependable is very simple. It's a very simple copier. Let's take a look inside so you can see what we mean.

We have trouble-free roll feeding.

A lot of copiers have sheet feeding. For each copy, one sheet on the stack has to be picked and fed. Sometimes more than one sheet gets fed. That's trouble.

On the other hand, our 675 copier has smooth, continuous roll feeding. (The paper unrolls like an adding machine

tape.) So it's impossible to feed more than one sheet at a time. No trouble at all.

Why our copy paper is vacuumed.

As our copy paper travels from the feed roll, it's held down flat by a vacuum. Most other copiers use grippers or rollers to hold the paper down. More chances to jam the copy paper. More parts to break down.

Our paper travels a straight route.

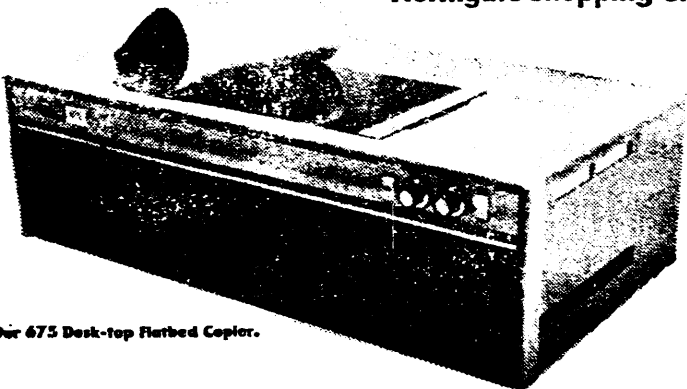
The copy paper in our 675 doesn't struggle uphill. Or slide

downhill. It's a straight shot from the feed roll to finished copy.

It's all very simple. When paper goes around a corner, it tends to pick up a little curl. And paper with a curl has a chance of jamming when it meets the next set of rollers.

That's why we don't ask our paper to go around a lot of corners. No curling means no jamming.

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Westfield, Massachusetts

United Elastic in Easthampton, Mass., makes elastic for every type of clothing from infants training pants to glamorous lingerie. Unusual applications, ranging from surgical supplies to swimming pool covers, are also within United's capabilities.

Whatever the requirement, wherever the need, when elastic is called for,

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