

his seems to be what the workman is saying as he stands on the flatbed truck which has just been lifted from its resting place and swung down to the flat bed truck in the foreground for movement well over a half hour for the workers to adjust the cables before they released the heavy cable chains.

'The Rock' Is Moved

By Evelyn Riehl

Sunday Rock found its third resting place on Friday, June 1965. Its first mover, a receding glacier, placed the 35-ton granite boulder on its end, atop a large area of glacial moraine before the advent of man.

Man's moving of this natural work of nature concerns us here. Forty years ago it stood in the way of man's progress, as it does today. So twice, man's attachment to things sentimental value, has led to preserve nature's work.

Friday morning a crew of the State Highway Department, under the direction of Edward Besta, Saint Lawrence County Highway Superintendent and James O'Gorman, local foreman, joined with C. B. Sherman, moving contractor and Town of Colton official, as well as State Police Sheriff's deputies, to move the big rock across Highway #56 to its position, back from the road, on land donated by Hilda Swift, widow of Swift, former Town Supervisor.

Rock Saved
Why all this "fuss" over a rock that stands in the way of highway improvement? Well, it's like this, says Charles H. Leete in his column concerning "the old rock" which was printed in the Herald-Recorder, edited by Frederick T. Swan, in its first attempt to save the "40 years ago."

Inasmuch as the greater concentration of population is located in the Sanfordville area, we would prefer that our correspondent live in or near that community. This is not a specific restriction, however.
If you know the area and have some knowledge of community organizations and functions... if you think you might enjoy writing a weekly social column for this paper... why not call the General Manager, George R. Little at CO7-9306 for an appointment to talk things over?
A telephone is a necessity. Legible handwritten copy is often accepted.

State College Appoints Louis Herborg To Publicity Post

Louis W. Herborg, a former student of the public relations Rensselaer Polytechnic Institute, has been appointed to the position of college information State University College, Potsdam.

Herborg's appointment was announced by Dr. Frederick W. ... president of the college. Herborg, who joined Rensselaer in 1963 as manager of public relations and later served as director of special projects, will be responsible for general and sports publicity, some publications, and other public relations duties under the direction of Thomas P. North Jr., assistant to the president for community relations.

A 1960 graduate of Boston University's School of Public Communication, Herborg has worked in the public relations office at Tufts University, and before going to Rensselaer served as director of public relations for the Mutual Insurance Agents Association of New York, New Jersey and Connecticut.

He is a member of the Public Relations Society of America and Sigma Alpha Epsilon fraternity, and is secretary-treasurer of the Northeastern New York Sportswriters and Sportscasters Association.
A native of New Jersey, Herborg has resided for the past five years in Schenectady where he served on the official board and finance commission of Trinity Methodist Church and did public relations work for the YMCA.
Active in sports, he officiated at high school basketball games in the Capital District, and has coached amateur teams in football, basketball, hockey and softball.
Herborg is married to the former Carole Hall of Latham.



LOUIS HERBORG

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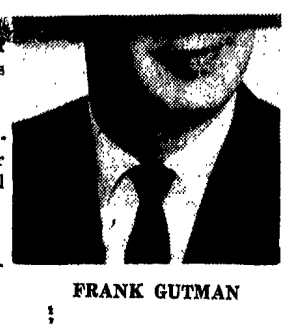
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Just a reminder that the Potsdam Summer Recreation Program will begin July 6. Registration will be held at the Senior High Gymnasium parking lot on Tuesday, July 6 from 9:30 until 11:30 a.m.

On The Inside
P. 11 — Norwood Firemen plan their annual July 4 celebration.



FRANK GUTMAN

position, Gutmann had been Director of College Residences. O'Brien had served previously as Purchasing Agent and Assistant Business Manager.
Gutmann's new responsibilities will encompass the general business operations of the College, including auxiliary operations, services and supply. O'Brien will be primarily responsible for purchasing, receiving, communications and

(See Promotes, Page 21)



JOHN O'BRIEN

which Miss McNail sent to the group. Parts of it follow: "When one service organization recognizes the work of another as the Lions are doing, it brings deep satisfaction to the workers in the recognized group. Leaders are the key people in Scouting and always in demand. They are the ones who are in direct contact with the girls and have the greatest influence over

(See Girl Scouts, Page 21)