

# TOWNE TV

**Over 110 Years  
of Experience**

**“Where you always get  
the best in TOWNE”**

A lot has changed since 1956 when Mike and Mary Valletta opened Towne TV on Curry Road in Rotterdam.

The family-owned business serving the Capital Region and beyond for over 60 years. It has survived two relocations and dramatic changes in the world of television and home electronics.

Since moving to the current location in 2000, our loyal patrons and many new clients have visited the store to purchase everything from TVs and appliances to whole house automation systems.

The Valletta family started the business repairing televisions. As the business grew, Mike and Mary moved the location from Curry Road to Altamont Avenue. They remained at this location for more than 25 years while their son, Mike (Mickey),

grew up and went away to college. Eventually, Mickey took over the business and is currently both owner and president. Paul DeMilio is the general manager. Paul and Mickey remember the days of selling in the morning and delivering in the afternoon.

“During the 1970s and 1980s we did it all on our own. Now we really have a great staff of people we trust and we work together as a team,” DeMilio said.

Mary Valletta, known as Mare, still has a hand in the business, taking care of the books. The staff of nearly 20 is now able to meet the needs of both their residential and commercial clients. They are responsible for the showcase of 30 to 50 televisions that line the walls at all the Recovery Rooms, from NYS to Florida, The Glass Tavern and 677 prime restaurants.

They also work with some of the best custom home builders and contractors where they install multi-room audio/video, Home Automation and customized home theaters into new homes.

Even with these larger projects, the Towne team still loves to see walk-ins come to the store looking for a television or a home appliance. “We want to make our customers walk away happy,” DeMilio said.

Towne TV carries all the big names including Bosch, GE, Sony, Samsung, Kitchen Aid, Whirlpool, LG, and Sonos. “If we don’t have it we can special order it,” DeMilio said.

## PRICE MISCONCEPTION

DeMilio wants to clear this up. “It’s a common misconception that small businesses can’t compete with the big-box stores on pricing. Not only are we competitive on pricing, our industry knowledge and dedication to our customers is what makes us the one to compete with! Dollar for dollar we really do give customers the exact same price as the big box stores with greater experience and individualized service, that’s our value proposition to you. We offer free in-home consultations on most of our products. Our ultimate goal is to win your loyalty as a customer for life.

With over a century in sales experience helping our customers make the right buying decisions. Towne TV is also proud of their ability to keep up with the changing technology and often times be ahead of it. The new 4K, ultra-high-definition TVs of-

fer an amazing picture but sometimes lack the powerful, realistic sounds that movie, music, and gaming enthusiasts enjoy. The SONOS Playbar wireless sound system delivers sophisticated home theater acoustics and streams all the music on earth through one streamlined, easy-to-use soundbar and the Blue Tooth-capable Klipsch playbar offers surround sound at the highest level.

Towne TV is open 6 days a week and guarantees 24-48 hour delivery on all in-stock items. From television installations to whole house control systems, our highly trained and experienced designers and installers will turn your ideas into lifestyle realities

Towne TV offers services beyond home entertainment and appliances, including home automation, wireless networking and home security systems. Home automation includes the ability to program your lighting system to come on at dusk, shut off at dawn or anywhere in between. Motion sensors illuminate the lights when you enter a room, make your home looked lived in while you are away, or provide a visual flashing alert if the security system is breached. The system also works well for entertaining, allowing the homeowner to set the scene.

Towne TV’s location at 3125 Carman Road is right off Thruway Exit 25. The business is open Monday through Saturday. For more information see [www.townetv.com](http://www.townetv.com)

## Kingsway Community

Kingsway is a retirement community in the Capital Region offering a full continuum of care on one convenient campus. Founded in 1975, the campus was the vision of a local dentist, Dr. J. Peter McPartlon, who wanted to have a place in Schenectady dedicated to seniors where they could feel welcome and well cared for.

Forty-two years later, Kingsway Community has grown into a senior residential campus encompassing a complete continuum of care and services that includes senior independent living apartments, assisted living, memory care, rehabilitation, skilled nursing, home care, adult day care and respite. Today, Kingsway Community’s dedicated staff of 550 is under the leadership of President and CEO Michael McPartlon who has worked at Kingsway for more than 22 years.

Kingsway Community is located on 25-acres in the quiet, residential Woodlawn section of Schenectady. Kingsway Arms Nursing and Rehabilitation Center, where residents receive 24-hour care from experienced and caring staff members, was the first building to be opened.

Kingsway Manor provides assisted living, enhanced assisted living as well as memory care. Residents receive personal care assistance, medication supervision,

daily housekeeping and linen and laundry service. They can enjoy a wide variety of social events, outings and exercise and wellness programs. Religious services, art classes, musical entertainment, events, movies and guest lectures are held within the building. At Kingsway’s Adult Day Program, based in Kingsway Manor, participants have the flexibility to attend full or part time, 5 days a week. Respite Service affords caregivers a temporary relief while the senior enjoys the benefits of part-time residency.

In addition, the campus includes three senior independent living apartment buildings. The apartments at Kingsway Village are spacious, inviting and include weekly housekeeping with linen service, daily chef-prepared meals in various dining venues and other amenities that include a

movie theater, wellness programs, a fitness room, concierge services, game room, an on-site bank, 24-hour security, transportation and numerous social events and excursions.

Parkland Garden Apartments are designed to make the good life even better and easier. The wellness and exercise programs, as well as weekly housekeeping with linen service and daily chef prepared meals are enhanced by additional social and recreational programs, 24-hour security and transportation to medical appointments



and excursions.

Seniors appreciate the convenience of the one-bedroom Kingsway Court Apartments. This most affordable option includes all maintenance, transportation and off-street parking. Meals and housekeep-

ing are available at an additional cost. All of Kingsway’s apartments are perfect for seniors who want to downsize.

Kingsway has their own licensed home care agency with credentialed and certified home health aides, companions and nurses providing expert care tailored to individual needs. Kingsway Car Service, a division of Kingsway Home Care, is a safe, reliable way for people to get around if they do not drive or just want the convenience of having someone else do the driving.

Peace of mind is so important. Residents and families can feel secure knowing that Kingsway provides “Caring in the Family Tradition”. Visit today and learn why so many people call Kingsway home.



323 Kings Road  
Schenectady, NY 12304  
518.393.8800  
[www.kingswaycommunity.com](http://www.kingswaycommunity.com)