



Vol. 13 No. 27 Thursday, July 7, 1960
 HICKSVILLE, L. I., NEW YORK 10c
 Entered as Second Class Matter at Hicksville, N. Y. Post Office

MAILMAN COMETH History of Jericho Woven Into Story of Post Office

Jericho had a post office back in 1802, about 50 years before one was established in Hicksville. The location of Jericho on the Turnpike which had its beginning as a stage coach route and toll road, made this a natural development. Hicksville didn't begin to develop until 1836 when the LIRR built a single track out from Jamaica.

The history of Jericho is interwoven in the fine story written by Linda E. Braner of 111 Leshy St., Jericho, entitled "The Mailman Cometh to Jericho."

"When we first came to Jericho about seven years ago, the village still retained much of its charm and tranquility of about a half century ago when its population was 420," Mrs. Braner explains in relating what prompted her to write this interesting and well-prepared booklet.

"Thur extensive research I learned that Jericho had been settled three centuries ago. Then came the building boom with thousands of homes, a shopping centre,

landmarks being demolished," Mrs. Braner continues, although she has recorded the location of many of them in her fine history. "Since there is a dearth on information available on many of the little towns and villages which date way back in the history of the island where geographical changes due to highway construction and increase population are taking place so rapidly, there is a definite need for material on such areas for future reference. Hence, "The Mailman Cometh to Jericho."

The booklet was printed by the East Hampton Star Press and is appropriately illustrated with fine drawings by John F. Schwind.

What a pity to see some of the



School Board Officials Start New Year

MEMBERS OF HICKSVILLE Board of Education held their reorganizational meeting at the High School, Tuesday night. Seated, from the left, are Trustees Cornelius McCormack, Robert D.F. Eaton, Secretary Walter Schreiber, President Allen S. Carpenter, Vice President Jerome G. Zettler, Trustees Herbert H. Johnson and David Hurwitz. STANDING, from the left, District Clerk Fred J. Noeth, Business Ad-

ministrator Anthony Gorczycki, Purchasing Agent Harold P. Hinchley, Director of Buildings and Grounds Edward A. Lewandowski, School Superintendent Wallace E. Lamb, District Treasurer Herbert Backman, Recreation Director Joseph F. Madden and Attorney Michael J. Sullivan. Assistant Superintendent of School, Donald F. Abt, was on vacation. (Herald photo by Frank Mallett)

Win Trophies

Sixty men of Hicksville Fire Dept. led by Chief Charles Saurer and the PBC Nautical Cadets band participated in the Fourth of July parade at Hempstead, Monday. The Hicks racing team brought home the second place trophy in fast hose.

The Ladies Auxiliary won a trophy for best appearance in the parade at Hempstead.

School Board Appoints Backman as Treasurer

Only one change in the official family of the Hicksville School District was made, besides the replacement of Robert E. Goodrich as a trustee by Cornelius McCormack, when the Board of Education held its reorganization meeting, Tuesday night. Herbert Backman of Brooks St. was elected District Treasurer in place of Aurelio S. Gelardi by a 4-3 vote.

McCormack had been elected to the School Board last May to succeed Goodrich. His term of office began on July 1st. At the same meeting, Jerome Zettler and Herbert Johnson began their second three-year terms on the Board.

Allen S. Carpenter, was re-elected president of the Board with all voting in favor except Robert Eaton who voted no. Eaton also cast a no vote on the re-election of Zettler as vice president but voted for Walter Schreiber as Secretary to make that selection unanimous.

The re-election of Fred J. Noeth as District Clerk was carried 5 to 2, Eaton and David Hurwitz voting no.

The firm of Sullivan & Corcoran was engaged for a second year as the School Attorney under the same contract terms as last year.

Contractual arrangements were continued with Wallace E. Lamb, Superintendent of schools; and Donald F. Abt, assistant superintendent.

Three-year arrangements were made with Anthony Gorczycki as business administrator increasing \$300 a year with the salary for 1960-61 \$9,800; and with Edward Lewandowski as director of building and grounds, increasing \$250 a year with the current salary \$8,-

250. Joseph F. Madden was re-appointed director of recreation at \$900 and declined a three-year office.

Harold Hinchley, purchasing agent, recently completed a civil service examination for the position and must serve a 13-week probation period. His salary is \$8250 and a three-year arrangement is contemplated when the 13-weeks expire.

Other appointments were routine including William Fuller, recreation program coordinator, \$5500; M.L. Chittenden, director of census and attendance at \$6900; Sybella Casner, transportation supervisor at \$5500; Barbara Fenerty, school lunch director at \$9200; assistant dietitian Mena Mears at \$6700 and Beatrice Buxton at \$5800.

Francis Ganley was again named Director of adult education.

While current Board policies were reaffirmed, a Board committee including Schreiber, Eaton Zettler and Johnson will review policies for possible revision.

The Board of Education will hold a regular meeting this Friday night, July 8, in the Senior High School. Progress of litigation on the Nov. 19 referendum and action on bids for the moving of 12 temporary-type classrooms to the Junior High will be considered.



Rotary Club Honors Its Ten Presidents

FORMER PRESIDENTS of Hicksville Rotary Club since its organization in 1951 were honored at the Club's installation dinner at the Millbridge Inn last week. Left to right, with the terms of their tenure, are: Dr. Samuel Etkind, 1959-60; Herbert Purick, 1956-57; Aaron Rochman, 1960-61; Dr. James Goris,

1952-53; Louis Smith, 1953-54; Ray Rusch, 1955-56; William Payoski, 1957-58; and John Hill, 1958-59. Not present for the ceremony but also presented with plaques were: Al Johns, president in 1951-52 and Wesley Giese, 1954-55. (Herald photo by Rotarian Frank Mallett)

Koutensky Reviews 40 Years Solid Achievement With LI National Bank

William E. Koutensky, president of the Long Island National Bank, is starting his 41st year with the bank. He reviewed 40 solid years of achievement in the following interview with a Herald reporter this week.

"As you start your 41st year with the Bank, what are you most thankful for?"

"I am thankful to the Good Lord for the strength and health He has given me to carry on these past 40 years," Mr. Koutensky replied.

"To what do you attribute your success in building the Bank to its present level?"

"I am deeply appreciative that when I first came to the Bank on

July 1st, 1920, I received encouragement and good wishes from Miss Loretta Small, who is now still my good advisor and wife. Mrs. Koutensky was then, in 1920, a clerk in the Hicksville Post Office. She encouraged me to change over from my position as bookkeeper with Nassau Lumber Co. In those years, Mr. Wm. S. Hofstra, after whom the present College is named, was the proprietor of the Nassau Lumber Co."

"We suppose they have all been very happy years for you?"

"No, not all. There were some very difficult years," Mr. Koutensky recalled. "For example the

depression of 1929 and the depression of 1933. In addition, the years of World War II and the years immediately following World War II, were years when I encountered many problems in providing for the healthy growth of the Bank."

However, you seem relaxed at the moment?"

"Yes, as I start on my 41st year, I'm relaxed and I look forward to a year of good accomplishment."

Mr. Koutensky, can you tell us something about the growth of the Bank?"

"Yes. When we began to plan (Continued on page 12)

Nixon-Lodge vs Kennedy-Humphrey

The opposing party candidates for President and Vice President will be Nixon and Lodge of the Republicans versus Kennedy and Humphrey, Democrats, it was predicted this week by Congressman Stu Walbridge, on the eve of the political convention.

Double-Header for Wm Koutensky

William E. Koutensky, President of the Long Island National Bank of Hicksville, announces that the Comptroller of the Currency in Washington, D.C. has approved two new branches for the rapidly growing Long Island National Bank of Hicksville. One will be located in Bethpage. The other one, Office number 7, will be located at 651 Old Country Road in Plainview. Both branches will be planned for the early fall, according to Mr. Koutensky.

Nixon Travels On View Friday

A 20-minute motion picture film entitled "Ambassador of Friendship, Nixon's Travels" will be featured at the Ernest F. Franke Republican Club meeting this Friday night, July 8, at the Masonic Temple on W. Nicholas St. All interested residents are invited to attend, according to Club President Louis Kappenberg.

Several hundred adults and children enjoyed the club's picnic on Sunday at the Salisbury Park. The elephant float was on hand for the festivities in its first appearance of the year. There were numerous contests and games for the youngsters.

Given Shower

Patricia Darlene Gilchrist was guest of honor at a bridal shower held at the home of Miss Marilyn Perry, Cedar St., Hicksville, last Tuesday evening. Miss Gilchrist, daughter of Mr. and Mrs. Patrick J. Gilchrist of Frances, La., will wed Mr. Ronald Malone of Missport on Sunday, July 17 at St. Ignatius, Loyola R.C. Church.

Announcing The Opening Of

Louise's Hair Dressing

at 76 E. BARCLAY ST., HICKSVILLE

FOR APPOINTMENT CALL: WEI 5 - 2581 LOUISE ROSSI, Prop.



BARBARA ANN MOLINARO, daughter of Mr. and Mrs. Anthony Molinaro of Washington Pkwy., Hicksville, was married to Charles Estabrook, son of Mr. and Mrs. Charles Estabrook of Bay Shore, Rev. Leo J. Goggin officiated at the ceremony, which took place Sunday, June 19 in St. Ignatius Loyola R.C. Church, Hicksville.

A reception at Old Country Manor followed the wedding. Mr. and Mrs. Estabrook honeymooned at Penn Lodge in Pennsylvania. Both are presently employed by Grumman Aircraft and are now residing in Huntington.

HERALD Want Ads Get Quick Results

Dear Jean:

We received a nice note from Mrs. INDA GOUBELMAN formerly of Stewart Ave., Bethpage. She wants to let her friends and neighbors know that she is now living with the Golden Aged Ladies at 745 Clanton Ave., Brooklyn, and would appreciate hearing from her friends by letter or card. Mrs. Goubelman was a resident of Bethpage for 40 years. Her late husband, Henry Lewis Goubelman, was Principal of Central Park School, Bethpage for 15 years.

CHANGING TIMES The 1959 Census of Agriculture shows that Nassau had 232 farms last fall with 7,406 acres under cultivation. The number of potato farms, for example dropped 50 per cent in five years with 15 remaining in 1959 and 33 in 1954. There were 1,147 acres in potatoes last fall, compared with 2,143 five years ago. Irish potato production was 175,711 cwt in 1959 against 373,244 in 1954. The average age of farm operators at Nassau was 52.3 with 33 operators 55 years of age or over.

MALCOLM FIEROR of Bethpage has been elected a director of the Greater New York, Long Island & Westchester Automobile Dealers Assoc., Inc. Fire Co. 3 of Hicksville Dept. is breaking some kind of a precedent by inviting wives to join their husbands on a fishing trip set for July 17, out of Captree. There is still a "Bank of Hicksville" although it is located in Hicksville, Ohio. The half-century old Bank of Hicksville that we have reported some years ago with Meadow Brook National Bank, The Ohio bank in its statement of condition, reports total liabilities and capital accounts of three million dollars. Compare this week the current report of the LI National Bank of Hicksville with \$94 millions.

JOSEPH HEIM of Tugaholms Ave., Hicksville, who for many years was a member of the "Library Society" of Truemp, is planning a trip to Europe which will include a visit to the grave of his son who was killed in the Battle of the Bulge. The **HENRY EISENMANN** are at their ranch out in Big Fork, Missouri. **ALLEN CARPENTER**, School Board president, is driving a new Chevy. **LAWRENCE FLEM HARDING** Congratulations are in order for **MRS. CHRISTINE STOFFEL** of Henry J. Stock Funeral Home who has successfully passed 90 years since the Library last week-end and if you want to meet wild game and the it in with the recent burglaries in the schools, it could be conjectured the thief confused the Library with the School. **ARTHUR BACHMAN**, who was elected Treasurer of Hicksville School District this week in place of **AURELIO S. GELARDI** tells us that **ARTHUR SCHWARTZ** has moved to Maryland.

OBITUARIES

LOUISE HAHN - A Solemn Requiem Mass was offered at Our Lady of Mercy R.C. Church Saturday morning at 9 o'clock for Louise Hahn of Arnold St., Hicksville, who died Wednesday, June 29. Burial followed at St. Charles Cemetery under the direction of the Wagner Funeral Home.

Mrs. Hahn is survived by her husband John, her children, Ann Clamp, Elizabeth, Mary Ann, Jacob, John, August, Conrad, George, and Joseph Hahn, a sister, Margaret Wackenschutt; a brother, George Schult; and 12 grandchildren.

NICHOLAS HEMBACH - SYOSSET - Nicholas Hembach, 72, of 12 Jarvis Ave., here, died July 4, after a brief illness. Mr. Hembach, a resident of Hicksville since 1919 before moving to Syosset, is survived by his wife, Bertha; two daughters, Helen Schneider and Dorothy Enz; a son, Jean Hembach; four grandchildren, and one great grandchild. Mr. Hembach was a retired railroad employee. He is reposed at the Beney Funeral Home in Syosset until today (Thurs.) when funeral services were held at Faith Lutheran Church. Burial followed at Plaza Lawn Cemetery, Hicksville.

LOUIS NOTARO - HICKSVILLE - Louis Notaro of 28 Lenox Ave., here, died on June 29. He is survived by his wife Mary, (nee Oulginis), a son, Thomas; two daughters, Teresa, and Dorene Ann; two brothers, Alphonse,

and Alfred; and three sisters, Antoinette Chiampon, Jean Calderone, and Josephine Palano.

He is reposed at the Henry J. Stock Funeral Home until Tuesday, July 5, when a Solemn Requiem Mass was offered for him at St. Ignatius R.C. Church. Interment followed at Holy Road Cemetery.

MARTHA ORDEMANN - HICKSVILLE - Martha Ordemann of 142 W. John St., here, died Sunday, July 3. Services were held at the Wagner Funeral Home this morning (Thursday) at 9:30 a.m. Rev. Richard Muck officiated. Interment followed at Bivyview Cemetery, Jersey City, N.J.

Mrs. Ordemann is survived by her husband, Ernest and several nieces.

Comments of our editor last week reviewing the opening night of "Hit the Deck" were echoed by every metropolitan newspaper. Our leadline was "Hit the Deck Makes Splash at Jones Beach". World-Telegram: "Hit the Deck Hits the Right Spot", NY Post: "Hit the Deck is Big Hit Again", NY Mirror: "Hit the Deck Makes Big Splash", NY News, and "Hit the Deck is Well Launched", Newsday.

Promotions Made By Mr. Koutensky

William E. Koutensky, President of the Long Island National Bank of Hicksville, announced that Carmine Riccino, the personable teller at the Main Office of the Bank, has been promoted to Assistant Cashier.

Mr. Koutensky also announced that James Fyfe, very popular teller at the Broadway Plaza Office, has also been elevated to the position of Assistant Cashier. Both these men have earned their promotions, according to Mr. Koutensky, for their loyalty and devotion to the Bank.

Try Us First WE 5-6731

BEATTY'S - Office Supplies

68 Broadway We Have Everything

SAUSMER'S HARDWARE

70 B'WAY (Next to L. I. Nat'l Bank), HICKSVILLE

We Deliver WEI 1-0017

Vince Braun's Meat Market

FREE DELIVERY

POULTRY - FROZEN FOODS

Home Made Sausages - Meats - Bologna

102 BROADWAY, HICKSVILLE - WE 1-0054

CLOSED WEDNESDAYS - JULY & AUGUST

All Occasion Greeting Cards

Personal Notes And Stationery

BUSINESS STATIONERY - OFFICE SUPPLIES

SCRAFFT'S ICE CREAM

Shoeffler & Esterbrook Pens and Desk Sets

COMPLETE LINE OF SMOKING ARTICLES

MAGAZINES - BOOKS - NEWSPAPERS - CANDY

TOYS - FILM - GIFTWRAP

HOLDEN'S STATIONERY

100 BROADWAY (near West Marie St.) HICKSVILLE

WE 1-1249

• HABERDASHERY • SPORTSWEAR • BOYS' WEAR • SLACKS • SHOES

Never A Parking Problem at **GOLDMAN BROS.** Free Parking At Rear of Store

"EVERYTHING FOR MEN AND BOYS" We Give S & H Green Stamps

192 Broadway, Hicksville (Near Old Country Rd.) WEI 1-0441

• UNIFORMS • WORK CLOTHES • ARMY & NAVY GOODS • JACKETS • WORK SHOES

SPORTING GOODS • FREE ALTERATIONS



Republican Club President's Council Gathers

THE NEWLY ORGANIZED Council of Republican Club Presidents of the Town of Oyster Bay gathered for their group picture recently in the new Town GOP Headquarters at 10 Willoughby Ave., Hicksville. Presidents and vice presidents of 12 Clubs are members. Seated, left to right, are Mrs. Gerard Troita and Mrs. William Alonso, Central Island Women's Club; William Vincent, North Shore GOP Club; Angelo Roscallo, John W. Anderson Club of Massapequa; William Bud O'Keefe, chairman of the Council; and

Thomas R. Fyachin, Town GOP Leader. Standing, from left are Vincent Pharoque, E. Woodell Leonard, Wendell Willike Club of North Massapequa; Bernard McCaffrey, Plainview Club; Louis Koppmann, Ernest P. Franchi Club of Hicksville; Joseph Yonicki, Syracuse Club; Edmund Davidson, Oyster Bay Club; Walter Eganore, Willie E. Curran Jr., Farroughdale Club; and Phillip Robinson, Hicksville Club. Vincent is 1st vice chairman of the Council and Roscallo, 2nd vice chairman. (Photo by Frank Mallett)

Baby Carriage Derby at Plaza

All your Baby Carriages from Dad, Sister and Brothers. There'll be plenty of collecting, frolicking fun for all when the 1960 Mid-Island Plaza, Baby Carriage Derby takes place at the Plaza on Saturday, July 16th, starting at 11:00 A.M.

The Derby is being sponsored by the Mid-Island Plaza's Merchants and is expected to become an annual

event. The Derby is open to any Plaza shopper who owns a baby carriage and baby basket. Any member of the family interested in entering the Derby may do so by contacting the Mid-Island Assoc. office or pick up their entry forms at any Plaza store.

The Baby Carriage Derby will be run in two divisions, first division

will consist of Brothers 'n Sisters between the ages of 7 and 14, second division will be for Moms and Dads of all ages. Each Baby Carriage division will offer its own valuable "Prize" to 1st, 2nd, and 3rd place. There'll also be a valuable prize awarded for the Best Looking Johnny's outfit and carriage.

PFC Alfred J. Nisaro, 20, son of Mr. and Mrs. Alfred Nisaro, 221 Cottage Blvd., Hicksville, completed the 25-week field radio repair course June 23 at the Army Signal School, Fort Monmouth, N.J.

FREE TRANSFERS!*

Your account conveniently transferred to **CENTRAL FEDERAL** — at no cost to you!

We pay postage both ways on savings-by-mail.

*Accounts transferred up to July 11th will receive dividends from the first of July.

3 3/4 per annum current dividend.

Earn up to **4 3/4** for Systematic Savings

Your Savings Fully Insured Up To \$10,000 by a U. S. Co.

CENTRAL FEDERAL

SAVINGS & LOAN ASSOCIATION OF MASSAPEQUA

Better Meals Begin with **BOHACK** WEEKEND SPECIALS!

ON SALE THIS WEEK SAVE ON HAND DECORATED FINEST QUALITY MAR-CREST MISTY PINE PATTERN DINNERWARE *Only* **99¢** 4 PC. PLACE SETTINGS

LEGS of LAMB GENUINE SPRING **55¢** LB. OVEN READY FROM 63¢

SWEET JUICY BEAUTIES CALIF. PLUMS SANTA ROSA REDS **21¢** LB.

CAMPBELL'S TOMATO SOUP 4 ^{10 1/2} oz. CANS **43¢**

ISLAND MANOR - BOWETTLE RED CABBAGE 2 ¹⁶ oz. JARS **35¢**

ORANGE AND APRICOT DRINK B. C. BREAKFAST COCKTAIL 2 ^{8 1/2} oz. CANS **69¢**

BOHACK - SALVES BY SLICES OR HEAVY STRIPS CLING PEACHES 2 ^{LARGE} ¹² oz. ^{2 1/2} JARS **55¢**

BOHACK - CONCORD GRAPE PRESERVES 2 ¹² oz. JARS **39¢**

SUNSHINE HYDE PARK COOKIES ^{LARGE} ¹² oz. ^{PKG.} **35¢**

ICE CREAM AMERICA'S MOST POPULAR DESSERT

POLAR CLUB DAIRY MADE ECONOMY PACK FINER QUALITY

HALF GAL. PACKAGE 69¢ • **HALF GAL. PACKAGE 95¢**

ON SALE at BOHACK Thursday, Friday and Saturday

FRANK D. MALLET — PHOTOGRAPHERS —

PHONE WE 1-1400 183 Plainview Road, Hicksville

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HANGOVERS FRED WALTERS

NEW POP COME QUICK!
I'VE FOUND A TAIL
THAT'S HANGING
WITH NO DOG
ON IT!

AND I'VE GOT SOME
CUTE LITTLE
KITTEHENS
THEY'RE SO
CUTE YOU
WANT TO
KISS THEM
ALL THE TIME!

WALTERS Liquor Shop

WALTERS LIQUOR SHOP

14 WEST MARIE ST.

FAST FREE DELIVERY

FREE PHONE IN NEARBY AREAS

YOUR NEAREST

Kali-sten-ika

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FOR FINE SHOES

118 BROADWAY, HICKSVILLE WELLS 1-2640

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GET PROTECTION
You
GET PRESTIGE
You
GET CONVENIENCE

When you open a Special Checking Account in our bank. You pay only \$2.00 for a book of 20 checks and then keep only enough money in your account to cover withdrawals.

Open A Special Checking Account For Yourself This Week!

YOUR COMMUNITY BANK

Long Island National Bank

of Hicksville

Banking Hours:
Mon. thru Thurs. 9 A.M. to 3 P.M.
Fri. 9 to 2 P.M.

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

HICKSVILLE OFFICE
40 Broadway
WELLS 1-0100

PLAINVIEW OFFICE
443 So. Oyster Bay Rd.
WELLS 1-9200

MANHATTAN HILL OFFICE
Old Country Rd.
& Manhattan Hill Rd.
WELLS 6-4500

MID-ISLAND SHOPPING PLAZA
Hicksville
Oyster Bay
Banking Hours: 10:00 A.M. to 6:00 P.M.
Mon. thru Thurs. 9 A.M. to 3 P.M.

- And Now -
BROADWAY PLAZA OFFICE
550 South Broadway OY 1 - 7070

GUS RIEDLINGER'S

ESSO SERVICE STATION

Broadway and Old Country Road Hicksville, L. I.

24 Hour Towing & Road Service

LICENSED IN TOWN OF HEMPSTEAD

Remember our Telephone Numbers

WE 1-1791
1-9575
1-1198

LIRR to Refund Socrates Says. On Commutation

Long Island Rail Road commuters will get special ticket adjustments, covering any loss of service, if the railroad's workmen carry out their strike threat and shut down the nation's busiest passenger railroad at 12:01 a.m. Sunday (July 10).

Cash refunds -- or credits toward the purchase of new tickets -- will be made on commutation tickets after they expire, on a prorated daily basis, pegged on the number of days the shutdown lasts.

The special adjustments will be handled at any LIRR ticket office after the strike is over.

LEGAL NOTICE

NOTICE TO BIDDERS

PLEASE TAKE NOTICE THAT SEALED PROPOSALS shall be received and must be stamped by the Director of Purchasing of the Town of Oyster Bay, at his office located on the second floor of Town Hall, Audrey Avenue, Oyster Bay, New York, not later than 10:00 A.M. (Preceding Time) on July 13, 1960 following which time, they will be publicly opened and read in the meeting room of the Town Hall and the contract awarded as soon thereafter as practicable for: **Blindwork Macadam Surfacing of Charlotte Avenue from Duffy Avenue to West John Street located at Hicksville, L. I., N. Y.**

A charge of \$25.00 dollars will be required for a copy of the plans, specifications, proposal sheet and form of contract to be made payable to the Town of Oyster Bay. This amount will be refunded to those who return the plans, specifications, etc., in good condition within five days of the award of contract or rejection of all bids.

Plans and specifications may be seen at or procured from the office of the Town Clerk, Town Hall, Town of Oyster Bay, New York, 9:00 A.M. to 4:00 P.M., Monday through Friday.

Each proposal must be accompanied by a certified check on a solvent bank or Trust Company, in an amount equal to not less than five (5%) percent of the amount bid, made payable to the Town of Oyster Bay as assurance that the contract will be executed if awarded to such Bidder.

The Contractor will be required to comply with all the provisions of the Labor Laws of the State of New York.

The Superintendent of Highways of the Town of Oyster Bay reserves the right to reject any or all bids if it is deemed in the best interest of the Town, subject to approval of the Town Board.

Public Liability and Property Damage Insurance and Construction Bond will be required as set forth in instructions to Bidders and the contract form.

BY ORDER OF THE TOWN BOARD OF THE TOWN OF OYSTER BAY
Henry M. Carras, Town Clerk
Charles F. Hicks, Director of Purchasing
Thomas R. Pynchon, Superintendent of Highways

Dated: June 28, 1960
Oyster Bay, New York
C236x77



Anybody Want to Hire a Dog Sled?

LEGAL NOTICE

Charter No. 11067 Reserve District No. 2

REPORT OF CONDITION OF THE LONG ISLAND NATIONAL BANK OF HICKSVILLE IN THE STATE OF NEW YORK, AT THE CLOSE OF BUSINESS ON JUNE 30TH, 1960, PUBLISHED IN RESPONSE TO CALL MADE BY COMPTROLLER OF THE CURRENCY, UNDER SECTIONS 2211, U.S. REVISED STATUTES.

ASSETS	
Cash, balances with other banks, including reserve balance, and cash items in process of collection	8,401,795.44
United States Government obligations, direct and guaranteed	8,640,000.00
Obligations of States and Political subdivisions	3,923,636.95
Other bonds, notes and debentures	54,703.05
Corporate stocks (including \$104,200.00 stock of Federal Reserve bank)	104,200.00
Loans and discounts (including \$40,610.50 overdrafts)	42,847,302.52
Bank premises owned	522,156.55
Furniture	347,710.90
Other assets	569,847.45
	93,896.36
	64,635,381.77
TOTAL ASSETS	
LIABILITIES	
Demand deposits of individuals, partnerships, and corporations	19,283,829.05
Time deposits of individuals, partnerships and corporations	31,996,230.89
Deposits of United States Government (including postal savings)	1,133,609.12
Deposits of States and political subdivisions	5,497,183.76
Deposits of banks	15,000.00
Other deposits (certified and cashier's checks, etc.)	648,788.77
	648,788.77
TOTAL DEPOSITS \$31,974,591.59	
Bills payable, redemptions, and other liabilities for borrowed money	1,000,000.00
Other liabilities	1,216,404.68
	60,790,996.27
TOTAL LIABILITIES	
CAPITAL ACCOUNTS	
Capital Stock:	
(a) Common stock, total par	\$1,272,465.00
Surplus	2,200,000.00
Undivided profits	571,920.50
	3,844,385.50
TOTAL CAPITAL ACCOUNTS	
TOTAL LIABILITIES and CAPITAL ACCOUNTS	
	64,635,381.77
MEMORANDA	
Assets pledged or assigned to secure liabilities and for other purposes	5,452,000.00
I, William E. Koussensky, President of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.	

William E. Koussensky President
Charles R. Carroll
Joseph A. Reinhardt
Norman C. Godfrey

Correct-Attest:
State of New York, County of Nassau, ss: Sworn to and subscribed before me this 29th day of June, 1960, and I hereby certify that I am not an officer or director of this bank.

Cecile Ostermann
Notary Public, State of New York
No. 30-2982400 Qualified
in Nassau County
Certified in Suffolk County
Commission expires March 30, 1961

GEORGE J. FRANKEL, Editor
GLORIA BRUNSWICK, Secretary
ORGANIZATIONS CALL:
Vera Mark -- WE 8-8177
ADVERTISERS CALL:
George J. Frankel -- WE 5-8655

The Villager

FOR THE RESIDENTS AT BIRCHWOOD PARK AT JERICHO

EDITORIAL BOARD
Horace Bernstein
Gloria Brunswick
Ralph Diamond
George J. Frankel
Irving Berkowitz
David A. Mark
Gibert B. Stein
Muriel Sugarman

Vol. 4, No. 26

Official Publication of the Birchwood Civic Association, Inc.

Thursday, July 7, 1960

Civics Conduct General Meeting

by George J. Frankel

Those members of the Birchwood Civic Assoc. at Jericho, Inc. who attended its General Meeting at the George A. Jackson School on June 21st, saw the regular monthly meeting of the Board of Directors held on the stage before their eyes. The Board Meeting was temporarily adjourned by Chairman Ralph Diamond and President Irvin Beemel conducted the General Meeting of the membership while the Board remained on the stage.

Victor Marshall, of Briar Lane, reported that the ground around the George A. Jackson School are "very poorly kept." He said that the grass is mowed, but that rubbish and garbage are never removed, and that the accumulations on the school property near Briar Lane are most objectionable. He also complained of Briar Lane being used as a dog-walk by persons other than residents of that street. The entire matter was referred to committee by Mr. Beemel, who assured Mr. Marshall that steps would be taken to remedy the situation.

Jerry Murray, of Fortune Lane, asked if the Civic Board could do anything to lift the restriction on The Jericho Country Club which prohibits bus service for Day Camp children. He was informed that this was but one of many restrictions contained in the Special Use Permit granted to the Club by TOBAY. The purpose of this particular restriction, it was explained, is to prevent the conversion of the Jericho Country Club to a children's day camp. There is no other restriction which would prevent this. (After the General Meeting that same evening, the Board of Directors reconvened and effected a motion to re-open the question of bus service to the Jericho Country Club.)

Mr. Weiner, of Forest Drive, asked when the Block Captain System of the Birchwood Civic Association would be reactivated. He was told that steps were being taken to organize an even more efficient system than the previous one. Murray Novick, of Birchwood Park Drive, asked how the new TOBAY ordinance replanting of shrubs by commercial establishments affected Fairchild Camera, whose property borders his own. He was told that he would have to make the original complaint, but that the Civic Assoc. would assist him after that. The Frayed dépt to take steps to ask the Las Vegas night club to clean the rubbish from its property along Robbins Lane.

During the Board of Directors Meeting earlier in the evening progress reports were heard and discussed from the following committees: THE VILLAGER, George J. Frankel; Town Planning, Milton Bagley; Jericho Education, Joe Gens; Synagogue Education, Leon Newman; Health, Sanitation and Safety, Dr. Walter Sugarman; Cultural, Lotte Stein; Jericho Players, Dale Berg; Parks, Larry Gibbs; Synagogue Coordinating Council, Arnold Koppit; Athletic, Leon Newman; and Discount, Horace Sterling.

Horace Bernstein, Financial Secretary, reported a membership of 483 Families. Fred Green reported that the Civic Association's request for an access road to the Long Island Expressway westbound from the service road West of Broadway had been denied. There was some discussion as to the advisability



BOARD OF DIRECTORS on the stage of the George A. Jackson School auditorium during a meeting of the Civic Assoc. (see story)

See Mail Service Improvements

by Horace Sterling

Recently, a committee of the Birchwood Civic Association consisting of Blanche Karpel, Irwin Beemel, Sam Bicks, Leo Geyer and the writer, met with Mrs. Sigra Halloran, Postmaster of Jericho, with a view toward a cooperative effort to improve our mail service.

Unfortunately, some mail delays have been due to human error. Nevertheless, we, on our part, can cooperate with the Post Office to expedite bulk mailings and local postal card mailings of meeting notices, etc. of the various organizations in our community. Although neither of these are entitled to the expeditious handling reserved for first class mail, Mrs. Halloran assured us that every effort would be made to provide us with overnight delivery if we follow a few simple suggestions.

Postal cards for Jericho will receive first class treatment if placed in the Jericho drop inside the post office. Such is not the case if mixed with other mail in a street box or another post office.

The following information applies to having the access road because of possible increased traffic. The Board voted to make every effort to obtain the road, and to send telegrams to all interested officials in the State Government as well as the High Commission. (See story in this issue)

THE PREPARATION OF BULK MAILING BY PERMIT IMPRINT PERMIT HOLDERS

1. Must have a minimum of 200 identical pieces of mail.
2. Sort, face and tie the bulk mail into packages both lengthwise and crosswise with strong twine.
3. When there are 10 or more pieces for any one post office, station or branch, face all addresses one way, except the last. Reverse the last piece to expose its address on the outside of the package. It is not necessary to label packages of ten or more pieces addressed to the same post office, etc.
4. If there are less than 10 pieces for any one post office, station or branch, place a label bearing the word "Miscellaneous" and tie securely in one package.
5. At the time the mailing is presented at the post office, the front of Form 3602 (Statement of Mailing of Matter with Permit Imprints - pink form) must be fully completed by the mailer.
6. All mail must be brought into the post office.
7. All third-class mail must be fully prepaid at the appropriate rate before dispatch from the office of mailing.
8. Effective July 1, 1960 postage for non-profit permit holders increased from 1¢ to 1 1/4¢ and all other permit holders from 2¢ to 2 1/2¢ per piece.

Expressway Entrance Out

A conference was held in Albany this past Friday between the Birchwood Civic Assoc. at Jericho and the top officials of the N.Y. State Highway Department. The discussion centered around the fact that no entrance at Broadway going to New York on the Long Island Expressway is in the current State Highway Plan.

Our Civic Association was represented by Ralph Diamond, Chairman of the Board; and Horace Bernstein, Financial Secretary. They met with Bernard LeFevre, Deputy Chief Engineer of the New York State Dept. of Public Works and six of his top assistants.

The State Dept. was advised that our Civic Assoc. Board of Directors favored an entrance near Broadway so that residents of our community would not have to go up to, and along Jericho Tpk., to Westbury, before entering the Long Island Expressway.

After more than an hour's discussion on the problem, the members of the Public Works Dept. still were of the firm opinion that their original plan of eliminating the entrance was best for our Community and for the proper flow of traffic on the Long Island Expressway.

The State officials pointed out that they had given the entrance problem months of study before arriving at a decision. They concluded that with the construction of the clover leaf at Broadway and

Jericho Tpk., it will take our residents only a minute more to reach the Expressway than if an entrance existed on Broadway. They further stated that, by forcing the traffic to Jericho Tpk., our residents will use any of five exits rather than all accumulating on Birchwood Park Drive.

One of their strongest points against providing the local entrance was that it would attract and invite vehicle traffic from non-residents to use our community as a quick means of getting to the Long Island Expressway.

Finally, the officials of the Public Works Dept. assured our Civic Assoc. that if later events proved that their plan was not working, they will give full consideration to construction of the Broadway entrance.

A map is being drawn for us by the State Dept. to show our residents exactly how the roads will appear once construction is completed. This map will appear in THE VILLAGER as soon as it is completed.

President's Corner

by Irvin Beemel

On June 21, we held our first combined Board Meeting and General Meeting. I was very disappointed that more of our members did not attend. This apparent lack of interest is not a new phenomenon.

The people who did attend, however, were viewed by the Board with warm appreciation, and at the same time were treated to a lively demonstration of a typical Board meeting. I sincerely feel that those people who couldn't attend missed one of the more interesting Birchwood events of the year.

One of the more urgent items on the agenda was the location of an access ramp to the Long Island Expressway towards New York at the entrance of our community. This item has been discussed in previous Villager articles, and a report appears elsewhere in this issue.

After the meeting, I sent a telegram telling of our serious concern about the Expressway to Governor Rockefeller, to Mr. J. Burch McCormack, Sage of Department of Public Works, and to Mr. A.M. Sarr, District Engineer. A return telegram from Albany set up a meeting for June 30, at the State Office Building in Albany. There was only two days notice, but Ralph Diamond, Chairman of the Board of Directors, and Horace Bernstein, Financial Secretary, generously gave up a business day to attend this meeting for our Civic Assoc. I would like to thank both of them for myself, and for the entire membership.

Additional support was given to our efforts by telegrams from other Jericho Civic Associations through the Joint Jericho Civic Council.

The Joint Jericho Civic Council is a liaison group that is currently being set up to deal with those problems that are common to all of the Civic Associations in Jericho. As soon as the Presidents of the Civic Associations have prepared adequately functioning ground rules, the VILLAGER will carry a column on this subject.

This final effort by the Joint Jericho Civic Council is a true indication of the good neighbor policy. We thank the other Civic Associations for their active support.

NEW SPIRITUAL LEADER



The Jericho Jewish Center has announced the appointment of Rabbi Stanley Steinhart as their new spiritual leader. His appointment was approved by the congregation at their last annual meeting.

Rabbi Steinhart (pictured above with his wife, Esther) just celebrated his 30th birthday. He is a graduate of Queens College and received his Masters Degree at N.Y.U.

In 1955, as a senior rabbinical student, he functioned as Rabbi for the Birchwood Jewish Center, now the Temple Shalom of Westbury. In June 1956, Rabbi Steinhart was ordained from the Jewish Theological Seminary of America and received the degree of Master of Hebrew Literature. He has served as a Chaplain in the Air Force overseas for two years.

Mrs. Steinhart is a native Bronxite, graduating from C.C.N.Y. This past June she graduated from the Jewish Theological Seminary of America.

CALENDAR OF EVENTS

- By Muriel Sugarman
- SUNDAY, JULY 10th
- JERICHO JEWISH CENTER CONGREGATION - Installation of Officers - at Jericho Jewish Center - New Building - 8:30 PM.
- MONDAY, JULY 11th
- COMMUNITY CLEARING HOUSE MEETING - Store in Birchwood Shopping Center - 8:30 PM.

O Promise me!



In the words of an Ancient Sage, "You may take the local, you may take the express; but don't get off 'till you reach success! Signed, your fellow grad-in-3, The Most Honorable Conductor!" Conductors probably celebrated his graduation with a mass laborer cannoneer orgy at the local Chap Bury joining the class of 1960 whooped it up on June 24 at the first Commencement Prom ever to be held at the Geo. A. Jackson School. The gala evening was sponsored by the Jackson School P.T.A., under the able leadership of Faye Feldman, President. All members of the Sixth Grade and their parents wish to extend special thanks to Mrs. Feldman for her unstinting efforts to make the Prom a Sixth Grade Spectacular.

by Gloria Brunswick

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Et No. 2

1,795.44
1,000.00
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Park Progress By Larry Gibbs

At long last, planting and construction has commenced on the park located on Maytime Drive at the foot of Merry Lane. The plans, which have been approved by the Birchwood Civic Assn. and by the Park Dept. of the Town of Oyster Bay, have been contracted for by the Town and work thereon is in progress.

When completed, the park will be a "true park" with flowers, shrubs and trees. There will be benches and walks.

The park should add a pretty touch to our community and your Civic Association trusts that our Birchwood residents will make every effort not to destroy any

of the plantings or engage in any act of vandalism or litter throwing. It is your park and we hope that you will treat it as you would one of your own possessions. It is supported by your taxes and any destruction of any of the plantings thereof out of your tax money.

We are sure that our Birchwood residents are public spirited enough and will have enough pride in their community to see to it that this park remains a point of beauty in our community.

LEGAL NOTICE

NOTICE TO BIDDERS SEALED PROPOSALS for installation of Water Mains, Hydrants, etc. in the Bethpage Water District will be received by the Board of Commissioners of the Bethpage Water District at the Office of the Board of Commissioners in the Administration Building on Adams Avenue at Floral Place, Bethpage, New York until 2:00 P.M. on July 14, 1960 at which time they will be publicly opened and read. Specifications, information to Bidders, and Contract may be obtained on the deposit of Five Dollars (\$5.00) at the Office of the Water District or from the District Engineers, Henry G. Holmback and Associates, 66 West Main Street, Hicksville, New York. The right is reserved to reject any or all bids, waive any informality, and to accept such bid which is in the opinion of the Board is in the best interests of the Water District.



CLOSE TO \$5,000 in pledges and contributions was raised among 150 guests at the first gathering for the United Jewish Appeal of the Jericho-Oyster Bay-Syosset division, according to Judge Benjamin Zapper, chairman. Bids in the congregation of the area were the recipients of awards in recognition of their leadership and efforts on behalf of their fellow Jews. Participants in the presentation were, left to right, Mrs. Morris Appelbaum, Judge Zapper, Rabbi Emanuel Green, Nathaniel Spitzer, Rabbi Samuel Koberstein and Rabbi Robert Eisenberger. Those who wish to make further contributions to the UJA are invited to call Ralph Diamond at OV 1-1293. (Shown by Herbert Rosner)

low Jews. Participants in the presentation were, left to right, Mrs. Morris Appelbaum, Judge Zapper, Rabbi Emanuel Green, Nathaniel Spitzer, Rabbi Samuel Koberstein and Rabbi Robert Eisenberger. Those who wish to make further contributions to the UJA are invited to call Ralph Diamond at OV 1-1293. (Shown by Herbert Rosner)

WANTED PART TIME DOMESTIC HELP
Prefer sharing with resident of Birchwood Park
OV 1-7027

WANTED SHARE IN CAR POOL
To Meet 7:15 or 7:30 AM and 5:45 & 7:15 or 6:45 PM. Trains at Hicksville.
WE 5-8330

ACADEMY PLUMBING HEATING

WE KNOW YOUR BIRCHWOOD HOME INSIDE - OUT
EMERGENCY REPAIRS - MAINTENANCE
IMPROVEMENTS - ROOFING - SIALES
Licensed & Bonded Phone: WA 1-5317
Village of Birchwood Park and West Birchwood

Mr. "Meadow Brook" WOULD LIKE YOU TO BE HIS GUEST
When Guy Lombardo presents

HIT THE DECK
AT THE JONES BEACH MARINE THEATRE

TWO \$4.80 TICKETS

Two tickets will be sent* to any person using a coupon who opens a personal regular checking account, a special checking account, a savings account (minimum opening deposit in each case—\$50.00), or rents a safe deposit box of any size for a minimum of three years. Tickets are good for Sunday through Thursday performances only. This offer expires AUGUST 22, 1960.
*Since orders are on a first-come, first-served basis, it will help if you have a choice of three dates in mind when you come in to open your account.

PRESENT IN PERSON 17

This coupon must be presented when opening an account or renting a Safe Deposit Box in order to be eligible for your gift tickets.

NAME _____
ADDRESS _____
Office _____ Bank Representative

the MEADOW BROOK national bank

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JERUSALEM AVE. and NEWBRIDGE RD. HICKSVILLE WE 1-2000

BIRCHWOOD SHOPPING CENTRE JERICHO OVerbrook 1-6700

PLEASE TAKE NOTICE that application has been made to the Town Clerk of the Town of Oyster Bay by the following persons for permission to operate tow car or tow cars upon the public highways of the Town of Oyster Bay.

NAME	ADDRESS	NO. OF TOW CARS
Hicksville Auto Body and Wheel Alignment Service, Inc.	293 Broadway, Hicksville, N. Y.	1
Paul's Auto Body	13 Baldwin Place, Bethpage, N. Y.	1

Written arguments setting forth reasons why the Town Clerk should or should not find that public convenience and necessity requires the licensing of said vehicle or vehicles as a tow car may be filed with the Town Clerk of the Town of Oyster Bay at his office at the Town Hall, Andrew Avenue, Oyster Bay, New York, on or before the 15th day of July, 1960.

HENRY M. CURRAN
Town Clerk

Dated: Oyster Bay, New York July 5, 1960 C245X7/7,

"FINAL REGISTRATION" for JERICO JEWISH CENTER RELIGIOUS SCHOOL

Sunday Morning July 10, 1960 10:00 - 1:00
Tuesday Evening July 12, 1960 8:00 - 10:00

In the store adjacent to Bank at Shopping Center

If you register your child after this date there will be a \$10.00 surcharge for registration. Registration must be made by a parent in person.

McDonald's HAMBURGERS

Try 'em today

Yes... try 'em today at McDonald's. Find out for yourself just how good a 15¢ Hamburger can be. They're made with 100% Pure Beef, government inspected, and ground fresh daily. They're served piping hot, on a toasted bun. Remember, at McDonald's you get fast, cheerful, courteous service... plenty of parking... no car hogs... no tipping... just the tastiest food in town at extra thrifty prices.

McDONALD'S AMAZING MENU
Pure Beef Hamburger..... 15¢
Tempting Cheeseburger..... 19¢
Triple-Thick Shakes..... 20¢
Golden French Fries..... 10¢
Thirst-Quenching Coke..... 10¢
Delightful Root Beer..... 10¢
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Full-Flavor Orange Drink..... 10¢
Refreshing Cold Milk..... 10¢

McDonald's

3839 HEMPSTEAD TURNPIKE LEVITTOWN, L.I., N.Y.

DIS 'N' DATA

JEAN ROSENTHAL AND VERA MARK
WE 5 - 8170

"HOT ITEMS"

Things were very hot in Birchwood last week, so hot that a live wire in the backyard of the Gam residence on Briar Ln., sparked a fire. The L. I. L. Co. had to be called.

And while the children in the Turball house were having cold refreshments, Mildred was in the kitchen fighting a smoking fire.

Meanwhile, at the Jericho Country Club someone was stung by a burning cigarette and had to dive into the pool to cool off.

Friendly Lane was the site of a combined three gatto barbecue sponsored by the Pioneer Women. Over 130 people attended this exciting event.

The presidents of all organizations in Birchwood are invited to attend a calendar clearing meeting July 11 at the community store in the Birchwood Shopping Center.

Congratulations to all our Birchwood seniors who graduated from Carle Place High School, and Synoset High.

Son L. Seltz, daughter of the Herman Lubitz's not only graduated from High School this June, but also became engaged. Good Luck!!!

Happy birthday to Paul Frankel, son of our own Edna.

Welcome home to our Birchwood travelers, Armand Brunswick of Hedgerow Ln. from the British Isles.

Ben and Ralph Diamond and their neighbors, Ariann and Phil Levitan, share the experience of having the Diamond's wedding anniversary fall on the same day as Phil's birthday and the Levitan's anniversary on the same day as Ralph's birthday. Happy, Happy!!!

Gil Stein of Birchwood Pl. Dr. spent three days in the hospital having shrapnel removed from his leg. The injury dated back to World War II. The N. Y. Hospital managed to survive.

Lots of happiness to Anita Lyon of Flower Ln. on her engagement to Roger Hirsch, June 30.

A very wonderful sweet sixteen wish to Linda Weltsman.

Best wishes on their anniversaries, Joan and Dick Rauch, Paul and Ellen Bauman.

Dorothy Penn was seen speeding on Hightop...outbicycling all the youngsters alongside.

Best of luck to Dennis Dockswell of Forsythia Ln. who is entering the Army after graduating from High School.

The Jericho Jewish Center will hold its annual installation of officers in the new Temple on Sunday July 10th at 8:30 a.m.

Despite threatening skies, the girls of B'nai B'rith had a gala fund-raising membership "Barbecue". All were treated to a lovely supper-dancing fashion show - a professional entertainer - and door prizes galore! All this was sold at the charming Brookville home of Mrs. Helen Klein.

Stately condolences to Ruth Orfinger, Lois Goldstein and Doris Dornstein on the loss of their father.

William Krejcek, son of Mr. and Mrs. William F. Krejcek of 19 Parkway Dr. Hicksville, returned to the United States Coast Guard base in Cape May, N. Y. after spending his 15-day leave with his family. Bill recently completed basic training and will continue his military service in Cape May.

Notice is hereby given that License No. 6A3421 has been issued to the undersigned to sell beer at retail, under the Alcoholic Beverage Control Law at Farmers Market Bldg., W/S of Hicksville Rd., Hicksville, N. Y. for off premises consumption. Jacob Gellman & Bertha & Jerry Spiegel, D.B.A. Nassau Farmers Market Grocery. C240K716

For Sale
50 yards Gold Wool carpeting, French provincial dining room, two bedrooms, baby grand and many other items.
WE 1-5-0966



JERICO COUNTRY CLUB

proudly announces

THE JESTERS' NEST

Beautiful New Wing for Dining and Dancing

A room with a view to please... where service is exclusively yours

AVAILABLE FOR SPECIAL OCCASIONS AND CATERED AFFAIRS

Weddings

Bar Mitzvahs
Testimonial Dinners
Parties

Dinner Dances
Receptions
Fund Raising Affairs

Breathtaking decor, 300 person capacity, stage, all catering and entertainment services offered.

RESERVATIONS NOW BEING ACCEPTED

For information Write: JERICO COUNTRY CLUB,
Jericho Turnpike, Jericho, L. I.

or Call: Overbrook 1-3450

Firestone

FIRESTONE BUILDS AMERICA'S SAFEST TIRES AT ANY PRICE



The FIRESTONE CHAMPION

1195*
RAYON
6.70-15
Black
Tube-type

1295*
NYLON CHAMPION

SIZE 6.70-15, Black, Tube-type
* Plus tax and acceptable tire

Every Firestone tire is built with quality materials and quality workmanship and will deliver thousands of safe, trouble-free, dependable miles in any kind of driving, on country roads, city streets, highways or turnpikes.

THE FIRESTONE SAFETY CHAMPION

1495*
RAYON

SIZE 6.70-15, Black, Tube-type
* Plus tax and acceptable tire

NYLON... 1595*

DELUXE CHAMPION

America's favorite original equipment tire on new cars

TUBELESS 1995*

7.50-14 or 6.70-15
* Plus tax and acceptable tire

THE NYLON "500"

The tire that was "born in Indianapolis"

America's most trusted high-speed tire... built with extra-tough tread and Firestone Rubber-S-99

PREMIUM QUALITY

The world's first and only blow-out-safe, puncture-safe tire

A tire within a tire from the inside out

Popularity Proved

HICKSVILLE

Firestone

DEALER STORE

Open Friday Evenings 'til 9 PM

300 So. B'way (at 4th St), Hicksville

WE 1-0961

WE 1-0170

Having Difficulty Selecting A Suitable Gift?

Nothing finer than Solid Brass and Hand Woven Baskets.

I have a complete line of Gifts, Accessories and Furnishings. Up to 40% off

Come in and browse!

ESTHER LAMPERT

47 Fall Lane Jericho WE 1-1989

H₂O

Underground Sprinkling System

SALES AND INSTALLATION

For FREE Estimates

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Manay Neck SU 1-3555

5th Road

SU 5-3578

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**LONG ISLAND SPECIAL
LAWN SEED**
 29.70% PENNLAWN FESCUE
 29.45% CHEWINGS FESCUE
 25.55% KENTUCKY BLUEGRASS
 9.20% REDTOP
 Special Sale Price
 5 lb. \$3.50



Greener Lawns Don't Just Happen

LAWN GRASSES

DOMESTIC RYEGRASS	5 lb.	\$1.00
PERENNIAL RYEGRASS	5 lb.	1.50
HIGHLAND BENTGRASS	1 lb.	.50
POA TRIVIALIS	1 lb.	.75
FANCY REDTOP	1 lb.	.75
CHEWING FESCUE	1 lb.	.60
ILLABEE FESCUE	1 lb.	.75
PENNLAWN FESCUE	1 lb.	.75
KENTUCKY BLUEGRASS	1 lb.	.80
MERION BLUEGRASS	1 lb.	2.15
WHITE DUTCH CLOVER	1 lb.	1.00

LAWN GRASS MIXTURES

GRAMERCY PARK	5 lb.	\$2.50
CENTRAL PARK	5 lb.	4.00
VAUGHAN MERION MIXTURE	1 lb.	1.98
VAUGHAN MERION MIXTURE	5 lb.	9.65

FERTILIZERS

5-10-5 GARDEN	80 lb.	\$2.35
10-6-4 LAWN, GRAN.	80 lb.	3.50
KROEMER GARDEN	50 lb.	2.25
KROEMER LAWN FOOD	50 lb.	3.95
BONE MEAL	100 lb.	5.50
SHEEP MANURE	50 lb.	2.00
COW MANURE	50 lb.	2.00
AGRINITE	80 lb.	5.35
ORGANI-GREEN	80 lb.	4.95
MILORGANITE	80 lb.	4.95
SUPERPHOSPHATE	80 lb.	2.00
HYDRATED LIME	50 lb.	.85
LIMESTONE	80 lb.	.80
CYANAMID	100 lb.	5.50

PEAT MOSS

MAINE PEAT	bole	\$3.95
MICHIGAN BACCTO	100 lb.	3.98
	50 lb.	2.29
	25 lb.	1.59
MICHIGAN SINGING HILLS	100 lb.	2.49
	50 lb.	1.50

**SPECIAL MERION BLUEGRASS
LAWN MIXTURE**
 40.50% MERION BLUEGRASS
 19.50% PENNLAWN FESCUE
 10.80% DELTA KENTUCKY BLUEGRASS
 11.70% CHEWINGS FESCUE
 10.00% REDTOP
 Regular Price \$9.63
 Sale Price \$7.50 for 5 lb.



That's the man who swore he'd never do a thing to the grass but mow it! First time he saw me walking the Scotts Spreader he *laughed*—you know the way they do. But when he actually saw the way the grass got greener and thicker, and how easy it is to put TURF BUILDER® on, he took to it *himself*. Now you should hear *him* brag about the lawn!

More and more folks are coming to us for advice on improving their lawns through an easy-to-follow Scotts Program. Come in, anytime. We'll be glad to prescribe the correct Program for your lawn.

Save \$5! Scotts Spreader (16.95) plus Turf Builder (4.75) both only 16.70!



WILLIAM KROEMER & SONS INCORPORATED

GARDEN-FARM-LAWN SUPPLIES

WEST JOHN STREET

Tel. WElls 1-0500

HICKSVILLE, N. Y.

LEGAL NOTICE

BOARD APPEALS
 Regular meeting of the Board of Appeals, Town of Oyster Bay, will be held in the Town Board Hearing Room, Town Hall, Oyster Bay, on July 14, 1960 at 7:30 p.m.
CASE #60-460
 APPELLANT—John Morgan, 54 Princess Street, Hicksville.
 SUBJECT—Variance to erect an addition having less rear yard than the ordinance requires.
 LOCATION—North side of Princess Street, 360 ft. west of Broadway, Hicksville.
CASE #60-461
 APPELLANT—Stanley M. Sammers, 219 Ohio Street, Hicksville.
 SUBJECT—Variance to erect an attached garage to existing non-conforming residence on a plot having less side front set back than ordinance requires.
 LOCATION—Southwest corner of

Myers and Ohio Street, Hicksville.
CASE #60-463
 APPELLANT—Rudolph Caruso, 28 Acre Lane, Hicksville.
 SUBJECT—Variance to erect an addition to existing non-conforming residence having one less side yard, aggregate side yards and less rear yard than the ordinance requires.
 LOCATION—East side of Acre Lane, 320 ft. south of Access Lane, Hicksville.
CASE #60-472
 APPELLANT—Cinderella Builders, Inc., c/o Theodore Buchwalter, Esq., 493 Hempstead Turnpike, Elmont.
 SUBJECT—Variance to erect a residence on a plot having less width and area than the ordinance requires.
 LOCATION—North side of 14th Street, 50.04 ft. east of East Avenue (Burns Avenue), Hicksville.

CASE #60-473
 APPELLANT—Cinderella Builders, Inc., c/o Theodore Buchwalter, Esq., 493 Hempstead Turnpike, Elmont.
 SUBJECT—Variance to erect a residence on a plot having less width and area than the ordinance requires, also the encroachment of eaves, gutters, & chimneys!
 LOCATION—North side of 14th Street, 104.74 ft. west of Hus Place, Hicksville.

CASE #60-475
 APPELLANT—Vincent Alaimo, 18 Salem Road, Hicksville.
 SUBJECT—Variance to erect a porch having one less side yard than ordinance requires.
 LOCATION—Southwest corner of Salem Road and Valley Lane, Hicksville.
 OYSTER BAY, NEW YORK
 July 5, 1960
 BY THE ORDER OF
 THE BOARD OF APPEALS
 Town of Oyster Bay
 Joseph Lippert, Secretary
 C238x77

LEGAL NOTICE

NOTICE TO BIDDERS
 The Board of Trustees of the Hicksville Free Public Library of the Union Free School District No. 17 of the Town of Oyster Bay, Hicksville, Nassau County, New York (in accordance with Section 103 of Article 5-A of the General Municipal Law) hereby invites

the submission of sealed bids on Library Supplies for use in the Hicksville Free Public Library of said District aforementioned. Bids will be received until 2 P.M. on the 12th day of July, 1960, at the Hicksville Free Public Library, Jerusalem Avenue, Hicksville, N.Y. The Board of Trustees of the Hicksville Free Public Library reserve the right to reject all bids and to award the contract to other than the lowest bidder for any reason deemed in the best interest of the Library. Any bid submitted will be binding for 45 days subsequent to the date of bid opening.
BOARD OF TRUSTEES OF THE HICKSVILLE FREE PUBLIC LIBRARY UNION FREE SCHOOL DISTRICT NO. 17 OF THE TOWN OF OYSTER BAY, HICKSVILLE, NASSAU COUNTY, NEW YORK
 Dated: July 7, 1960
 C241x 7/7

Herald Movie Time Table

HUNTINGTON SHORE

Thur.-Fri., July 7-8
 Pollyanna - 1:20, 4:00, 6:40, 9:20
 Nature's Strangest Creatures - 105, 2:40, 6:20, 9:00

Sat., July 9
 Pollyanna - 12:05, 2:35, 5:10, 7:50
 Nature's Strangest Creatures - 105, 2:15, 4:50, 7:30, 10:05

Su.
 Sun.-Tues., July 10-12
 Pollyanna - 1:20, 4:00, 6:40, 9:20
 Nature's Strangest Creatures - 1:05, 3:40, 6:20, 9:00

COVE, GLEN COVE

Thur. to Tues., July 7 - 12
 Pollyanna - 1:45, 4:25, 7:00, 9:40

HUNTINGTON THEATRE

Thur., July 7
 The Rat Race - 1:10, 3:15, 5:25, 7:40, 9:50

Fri-Sat., July 8-9
 The Rat Race - 1:30, 3:40, 5:55, 8:05, 10:15

Sun.-Tues., July 10-12
 The Rat Race - 1:10, 3:15, 5:25, 7:40, 9:50

MEADOWBROOK THEATRE

Thurs.-Sat., July 7-9 - When Comedy Was King 2:05, 5:10, 8:20, Crack in the Mirror 3:25, 6:35, 9:40

Sun.-Tues., July 10-12 - The Music Box Kid 2:05, 5:20, 8:35, The Gallant Hours 3:25, 6:35, 9:40

FARMINGDALE THEATRE

Thurs.-Fri., July 7-8 - Please Don't Eat the Daisies 2:05, 7:05, 9:10

Sat.-Sun., July 9-10 - Please Don't Eat the Daisies 2:05, 4:05, 6:05, 8:05, 10:05

Mon.-Tues., July 11-12 - same schedule as Thursday.

The replica of the USS Missouri is one of the many thrills in the Guy Lombardo production of "Hit The Deck" now at the Jones Beach Marine Theater.

HICKSVILLE THEATRE

Thurs.-Sat., July 7-9 - The Gallant Hours 3:15, 6:40, 10:00, The Music Box Kid 2:00, 5:25, 8:45

Sun.-Tues., July 10-12 - Crack in the Mirror 3:35, 6:45, 10:00, When Comedy Was King 2:10, 5:25, 8:45

HEMP. TPKE. Drive-in

Thurs., July 7 - The Gallant Hours 8:55, 12:15, Music Box Kid 11:30

Fri., July 8 - Carrouss 8:55, The Gallant Hours 9:15, 12:30, Music Box Kid 11:30

Sat., July 9 - The Gallant Hours 8:55, 12:15, Music Box Kid 11:00

Sun.-Tues., July 10-12 - Crack in the Mirror 8:50, 12:00, When Comedy Was King 10:40

110 DRIVE-IN
 Thur.-Tues., July 7-12 - Bellboy 9:00, 12:00, Tarzan the Magnificent 10:35

PLAINVIEW THEATRE
 Thurs.-Fri., July 7-8 - Please Don't Eat the Daisies 2:15, 5:30, 8:40, Snow Fire 1:00, 4:05, 7:20, 10:35

Sat., July 9 - Please Don't Eat the Daisies 1:20, 4:30, 7:55, 10:50, Snow Fire 12:05, 3:10, 6:20, 9:35

Sun.-Tues., July 10-12 - same schedule as Thursday.

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 also
"TARZAN THE MAGNIFICENT"
 In Color

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"POLLYANNA"
 with Jane Wyman
 Starts Wed. - "The STORY OF RUTH"

HUNTINGTON
 Tony Curtis Debbie Reynolds
"THE RAT RACE"
 Starts Wed. - "PSYCHO"

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 In Color and Cinemascope
 also
"SNOWFIRE" in Color

The replica of the USS Missouri is one of the many thrills in the Guy Lombardo production of "Hit The Deck" now at the Jones Beach Marine Theater.

HICKSVILLE THEATRE

Thurs.-Sat., July 7-9 - The Gallant Hours 3:15, 6:40, 10:00, The Music Box Kid 2:00, 5:25, 8:45

Sun.-Tues., July 10-12 - Crack in the Mirror 3:35, 6:45, 10:00, When Comedy Was King 2:10, 5:25, 8:45

HEMP. TPKE. Drive-in

Thurs., July 7 - The Gallant Hours 8:55, 12:15, Music Box Kid

11:00, Fri., July 8 - Carrouss 8:55, The Gallant Hours 9:15, 12:30, Music Box Kid 11:30

Sat., July 9 - The Gallant Hours 8:55, 12:15, Music Box Kid 11:00

Sun.-Tues., July 10-12 - Crack in the Mirror 8:50, 12:00, When Comedy Was King 10:40

110 DRIVE-IN

Thur.-Tues., July 7-12 - Bellboy 9:00, 12:00, Tarzan the Magnificent 10:35

PLAINVIEW THEATRE

Thurs.-Fri., July 7-8 - Please Don't Eat the Daisies 2:15, 5:30, 8:40, Snow Fire 1:00, 4:05, 7:20, 10:35

Sat., July 9 - Please Don't Eat the Daisies 1:20, 4:30, 7:55, 10:50, Snow Fire 12:05, 3:10, 6:20, 9:35

Sun.-Tues., July 10-12 - same schedule as Thursday.

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 -together with-
"WHEN COMEDY WAS KING"

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Four Enlist in Marine Corps
 Four Mid Island men have enlisted in the "Floyd Patterson Platoon", US Marine Corps. The enlistments are: Douglas H. Easer, 17, son of Mr. and Mrs. Louis Easer of 14 Waters Ave., and Hiram James Torres Jr., 17, son of Mr. and Mrs. Hiram Torres of 4 Linden Court, both Hicksville, Vincent Jim Puglis, 17, son of Mr. and Mrs. Minired Puglis of 125 Miriam St., and Anthony Pallotta, 18, son of Mr. and Mrs. Robert Pallotta of 3955 Berger Ave., both Bethpage.
 The new privates were sworn in June 29 and left that afternoon for Parris Island, South Carolina for recruit training.

Plan Playoffs In Softball

Plans were made last week by the managers for the playoffs in the Hicksville Softball League to be held after the game league schedule is completed. All five teams will compete in the first round the second and fourth place teams will play, along with the third and fifth place clubs. The winners of these games will play each other for the right to play the league champion for the play-off championship.

Two team trophies have been ordered, one for the league champion, the other for the play-off champ. Individual awards have also been purchased for the members of the league champions.

Standings as of 7/1/60

Team	Won	Lost
Lilco Polecats	5	1
Hickville A.A.	4	1
Grayses	4	3
Levittown-Fire Dep.	3	4
Jericho Jets	0	7

Hickville A.A., the number one team all year, was headed 19th first defeat by the Lilco Polecats 10-5, who replaced them in the standings. The Levittown Fire Department also pulled a mild upset by downing Grayses' on 14-11 in a slug-fest.

Due to vacations of several of the Jericho Jets, they have withdrawn from the league and have been replaced by a group of Hickville High School boys, calling themselves, the Chino's. They will assume the Jets record and complete their part of the schedule.

Bankers Win First Half

The Long Island National Bank won the first half of the regular season play in Baby Ruth by downing Bedford and Bedford 10-0. Play will resume for the second half on July 18th at Alva Levitt Babe Ruth field between West Green Drug and Broadway Main-tenance.

SOME ONE HAD TO LOSE

This writer will attempt to write a small tribute to fifteen great youngsters. These fifteen are the Hickville Babe Ruth All-Star Team, although they suffered defeat in their game with the Bedford All-Stars, they should not feel ashamed. Being down by six runs early in the game they held two ford scoreless while they fought back only to fall short by two runs 8-6. Special mention should go to the bat of Billy good whose lead off homerun in the fourth inning bought a glove of Little Johnny Panico, who made three sparkling catches played today, but boys, don't feel bad—you tried your best to come from behind, but some one had to lose.

Here are the names of the All-Star team:

Stuart Blust
Paul Brzezina
Frank Campbell
Howard Cohen
Michael Dinora
Roy Gartin
Michael Hazelkorn
Billy Holmes
Robert Kiernan

Hicksville National Little League

Team Standings
Week Ending July 2, 1960

MAJORS

TEAM	W	L	PCT.
Meadowbrook Bank	3	0	1.000
Levco Drugs	4	0	1.000
Joe's Washing Machine Serv.	2	1	.500
Northern S. & 104 Street	1	3	.250
Frank's Alibi Restaurant	1	3	.250
Whiting & Whiting	0	4	.000

RESULTS FOR WEEK

Levco Drugs	3 vs Joe's Wash. M. Serv.	0
Meadowbrook Bank	6 vs Northern S. & 104 Sts	4
Frank's Alibi	4 vs Whiting & Whiting	3
Levco Drugs	14 vs Whiting & Whiting	6
Northern S. & 104 Sts	11 vs Frank's Alibi	2

CLASS "A" MINORS

TEAM	W	L	PCT.
McCauley Agency	4	0	1.000
Rams Esso	3	1	.750
Hemington's Restaurant			.500
Empire Storage			.250
Frank's Gift			.000

RESULTS FOR WEEK

Rams Esso	10 vs Seaman & Eisenman	1
Hemington's Restuar.	16 vs Fred's Gift	10
McCauley Agency	10 vs Empire Storage	9
Hemington's Restuar.	4 vs Seaman & Eisenman	3
McCauley Agency	5 vs Rams Esso	2
Empire Storage	5 vs Fred's Gift	3

Team Standings
Week Ending July 2, 1960

MINORS

TEAM	WON	LOST
Robert Chevrolet	4	0
Tallafarro Boosters	4	0
L.L. Swimming Pool Service	3	1
Allan Marine	3	1
Allied Delicatessen	2	1
Hickville Biko & Toy	2	1
Kingway Photo	1	2
Jack's T.V.	1	3
Edglen Press	1	3
Old Country Delicatessen	1	3
Carvel Newbridge Rd.	0	3
Old Country Shell	0	4

RESULTS FOR WEEK

L.L. Swim. Pool Serv.	6 vs Old Country Shell	0
Edglen Press	6 vs Robert Chevrolet	10
Tallafarro Boosters	15 vs Jack's T.V.	5
Allan Marine	11 vs Old Country Delica.	4
Hickville Biko & Toy	6 vs Carvel Newbridge	6
Allied Delicatessen	3 vs Kingway Photo	3
Edglen Press	5 vs L.L. Swim. Pool Serv.	1
Hickville Biko & Toy	6 vs Jack's T.V.	0
Tallafarro Boosters	23 vs Old Country Shell	3
Allied Delicatessen	0 vs Robert Chevrolet	6
Allan Marine	12 vs Kingway Photo	11
Old Country Delicatessen	14 vs Carvel Newbridge	9

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Wells 1-0414

LEGAL NOTICE

NOTICE TO BIDDERS
TRANSPORTATION OF PUPILS

The Board of Education of Union Free School District No. 17 of the Town of Oyster Bay, Hicksville, Nassau County, New York (in accordance with Section 303 Sub-division 14, of the State Education Law) hereby invites the submission of sealed bids on Transportation of Pupils for School Year 1960-61. Bids will be received until 2:00 P.M. on the 15th day of July 1960 at Superintendent's Office, Administration Building, Newbridge Road, Hicksville, at which time and place all bids will be publicly opened.

Instructions to Bidders, Specifications and Form of Proposal may be obtained at the Business Office, Administration Building, Newbridge Road, Hicksville, New York.

The Board of Education reserves the right to reject all bids and to award the contract to other than the lowest bidder for any reason deemed in the best interest of the District. Any bid submitted will be binding for forty-five (45) days subsequent to the date of bid opening.

BOARD OF EDUCATION
UNION FREE SCHOOL
DISTRICT NO. 17
of the Town of Oyster Bay,
Hicksville, Nassau County,
New York
Fred J. Neath
District Clerk
C245x7/7

LEGAL NOTICE

NOTICE IS HEREBY GIVEN that License No. 6A3260 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 75 Woodbury Rd., Hicksville for off premises consumption.

Walter Goler
75 Woodbury Rd.
Hicksville, N.Y.
C239x7/14

LEGAL NOTICE

NOTICE IS HEREBY GIVEN that License No. 6GB342 has been issued to the undersigned to sell cider, and beer at retail, under the Alcoholic Beverage Control Law at 520 Broadway, Hicksville, N.Y. for off premises consumption.

Great Atlantic & Pacific Tea Co.
520 Broadway
Hicksville, N.Y.
C242x7/16

WE'VE GOT GROWING PAINS—AND WE LOVE THEM!

During the 6 month period from December 31, 1959 to June 30, 1960... a lot of wonderful things have been happening at CENTRAL FEDERAL.

ASSETS HAVE BEEN INCREASED BY MORE THAN

\$5,000,000...

TO A NEW HIGH OF OVER

\$43,000,000.

RESERVES, THAT INDISPENSABLE SAFETY FACTOR, NOW TOTAL \$2,330,000. DIVIDENDS DURING THE PERIOD TOTALED \$630,000.

ALL SAVINGS AT CENTRAL FEDERAL ARE EARNING DIVIDENDS AT THE CURRENT RATE OF 3 1/4% PER ANNUM... UP TO 4 1/4% FOR SYSTEMATIC SAVING...

This continued growth of CENTRAL FEDERAL is doubly gratifying in that through it we will be able to render greater and more comprehensive services to you, our friends and neighbors, who have played such an integral and vital role in stimulating and continuing the growth of CENTRAL FEDERAL.



Your Savings Fully Insured
Up To \$10,000 by a
U.S. Government Agency

CENTRAL FEDERAL

SAVINGS & LOAN ASSOCIATION OF NASSAU COUNTY

MAIN OFFICE: LONG BEACH & HICKVILLE: BROADWAY AT WEST JONAS ST.

FOR YOUR CONVENIENCE: LONG BEACH: OPEN MONDAY EVENINGS FROM 6 TO 8 P.M. HICKVILLE: OPEN FRIDAY EVENINGS FROM 6 TO 8 P.M.



JOHN L. EHMANN (second from left) of the Hicksville Firestone Dealer Store, 300 Broadway, Hicksville, talks about business conditions with (left to right) Earl B. Hathaway, vice president; Charles L. Largest, general sales manager; and James L. Cumming, general manager of The Firestone Tire & Rubber Company at a meeting of the company's Eastern Dealer Council in New York this week. Mr. Ehmann represents Firestone dealers in this area in meeting with company officials to help form sales, marketing and distribution policies.

KOUTENSKY (Continued from page 1)

for the expansion of the Bank, we first opened the Plainview Branch, then the Mid-Island Plaza Branch and then the Manetto Hill Branch, all within a period of two years. All three branches have been very productive and have helped to serve the community."

What about the newest branch? "I'm glad you asked about that, because the new Broadway Plaza Branch at 550 South Broadway, which was opened on Saturday, June 25th, has had a most successful acceptance by the community. It looks like a fine gift to me on my 41st year with the Bank."

Do you have any other plans for expansion?

"Yes we do. We plan to open

our 6th bank in Bethpage and our 7th bank on Old Country Rd. in Plainview and we are hopeful that we can achieve this some time this year."

Mr. Koutensky, on behalf of the community, we would like to thank you for your help in the old Business Men's Assoc., the Chamber of Commerce, the Fire Dept., the Boy Scouts and all the other many activities in which you are engaged.

"Thank you very much. I was glad to be of help to the community that helped me build the Bank of three-quarters of a million dollars in 1920 to one that did over 65 million dollars at the end of last year," Mr. Koutensky concluded.

Buy Your Flowers Where They Are Grown
GIESE GREENHOUSES
 Serving the Community 33 Years
 88 LEE AVENUE, HICKSVILLE, N. Y.
 WE DELIVER
 We Telegraph Flowers Phone: WE 1-0841



Have You Heard ...
- Better Protection at Lower Cost?

"Do you know how many ways a homeowner can lose MONEY? Sure, everyone knows about fire, windstorms, lightning ... but I've got a policy that protects me more than twenty ways! It's the Allied American Mutual Homeowner's Policy ... and believe me it's a bargain. Bury the bees, boy, and get Allied American Mutual on the phone for a real saving in worry-free home insurance protection."

ALLIED
American Mutual
 FIRE INSURANCE COMPANY
 OF WAREFIELD, MASSACHUSETTS
 BRANCH OFFICE: Sunnyside Building, 74-09 37th Avenue, Jackson Heights
 TELEPHONE: Hickory 6-3770 and 1 Vanhae 5-0808 (no toll)
 BRANCH OFFICE: 386 Park Avenue, South, N.Y.C.
 TELEPHONE: Murray Hill 3-0900

*It is Fashionable
 To Shop In Cool Comfort
 for Lovely Gifts*
AT THE
Gift Wrapping, Tool HICKSVILLE Gift House
 380 SOUTH BROADWAY, HICKSVILLE, N.Y. WE 5-0714

SCHWARTZ FURNITURE
CLEARANCE SALE
FOUR FLOORS OF FINE FURNITURE
 Free Parking in Rear - Prompt Delivery - Phone: WE 11-0294
BROADWAY at CHERRY STREET HICKSVILLE



How high off the floor
SHOULD A TELEPHONE BE?

No one gets lonelier in a hospital than kids.

That's what Artie Holze was thinking as he prepared to install a public telephone at Mt. Sinai Hospital in New York City. If he mounted it at the

standard height for adults it would be beyond reach of the tiny owner of those wistful eyes watching him. So with the little patient as a yardstick, Artie placed the phone where children as well as grownups could use it.

You'd think a man responsible for 2,500 phones, in the hospital and nearby buildings, would be satisfied just keeping them in working order. But Artie

Holze managed to do little extras - building a special phone for a patient whose head was swathed in thick bandages, for example, or improvising telephone arrangements for paralyzed patients.

These are good examples of what telephone men and women mean by "The Spirit of Service" - personal service, given because they want to meet your individual needs. It's a big reason why your telephone service today is so useful, so friendly, so valuable in every way.

NEW YORK TELEPHONE COMPANY

PICK UP THE PHONE... IT'S FOR YOU!

KODAK SAFETY FILM