

**MID-ISLAND
&
PLAINVIEW**

Herald

HICKSVILLE
JERICHO
EDITION

JERICHO
PLAINVIEW
HICKSVILLE
ISLAND TREES • BETHPAGE BETHPAGE

JULY 21, 1966 COPY 10c



Old Courthouse Was Charming



THE HISTORIC Hicksville Courthouse shows its 70 years of age with broken windows and lack of paint. Grounds around the building at Heitz Pl. and Bay Ave. were put in good condition during the week with wild, running shrubbery cut back and lawns trimmed. (Photos by Frank Mallett, exclusively for the Herald).



Seeks Repeal Of Commuter Tax

Speaking before the Hicksville Teenage Republicans last Friday, State Senator John D. Caemmerer revealed that he and other Nassau GOP Legislators were meeting to draft plans for a bill to repeal the newly-enacted Hicksville and the town of North Hempstead, said the tax was an unfair burden on the Nassau Commuter.

Caemmerer announced the meeting in answer to a question from one of the members of the audience of teenagers. After a short talk on the legislative process, the 38 year old freshman Senator opened the floor to questions. He answered questions on subjects ranging from gun control laws to Medicaid, New York City's fiscal troubles to the Rocky Point bridge and the proposal to dam Long Island Sound, and everything in between.

In the course of the questioning, Caemmerer said that the Federal Government should take some of the financial burden of the local communities that must deal with problems not of their own creation. As examples, he cited New York City's welfare problems caused by migration to New York by Negroes and Puerto Ricans from other parts of the U.S., and the Pope's visit to the U.N., which cost the City of New York about \$3 million.

Other areas where federal assistance could be sought were in the maintaining of Kennedy Airport and in tax payments to localities for lands used by foreign diplomats, as in the recent U.S.-S.R. - City of Glen Cove controversy, Caemmerer said.

Top Drum and Bugle Corps Compete July 30

Seven of the top junior Drum and Bugle Corps in the east will be in competition under the lights at the St. Raphael Field, 600 Newbridge Rd., north of North Jerusalem Rd., East Meadow, on Saturday night, July 30 starting at 8 PM.

The second annual "Pageantry in Brass" will be presented by the St. Ignatius Girls Cadet Corps who will give an exhibition during the evening.

Participating for prize awards in the marching and maneuvering contest will be the Statenaires of Staten Island, Milford Shoreliners of Connecticut, Smithtown Free Lancers, the Islanders of Babylon, the Goldenaires of Pompton Lakes, N.J.; the Lindenaires of Lindenhurst, and the St. Joseph's Cadets of Brooklyn, Circuit Champions.

Sunday, July 31 at 8 PM has been set as a possible rain date. Members of the all-girl Corps will be selling tickets for "Pageantry in Brass" during the next 10 days in Hicksville and East Meadow. Tickets may be obtained by calling Director Thomas R. Costa, 4 Brook St., Hicksville, at WE 5-1922.



JOHN A. OCCHIOGROSSO, Democratic Liberal candidate for State Senate in the new 5th Senatorial District which embraces Hicksville and Jericho, kicked off his election campaign over the weekend at the County Democratic Committee picnic at Salisbury Park, with the assistance of his brother, Jim; son, John and Deputy Town Supervisor George O'Haire, right. In an effort to shorten his name, he is frequently referred to as the big "O". A former Assistant US Attorney, he has served as first Deputy Commissioner of Accounts in Nassau and is currently Acting Commissioner. (Photo by P. Charbonnet).

Water Demand Hits New Peak

Hicksville Water District pumped an all-time record 18,626,000 gallons of water on July 2 during the period of 100 degree temperature days. While

officials of the district request residents and commercial uses to use restraint, there are no current restrictions on water usage in the District.

Four Cadetson 10,000 Mile Voyage Operation VFW Dear Lynda

ENROUTE TO HAMBURG--Aboard the Empire State IV, training vessel of the State University Maritime College at Fort Schuyler, Bronx, now steaming toward the Port of Hamburg, Germany, are four Hicksville residents.

They are among 400 cadets taking part in the college's annual Sea Training Program, a staff-supervised educational summer term designed to provide each student with the necessary operational experience required for licensure in the United States Merchant Marine.

During the 10-week, 10,000 mile European voyage, the cadet corps "man" the 12,000 ton transport and using it as a "floating laboratory" put theory taught in the classroom during the regular academic year ashore to the actual sea-going test.

Aboard the Empire State are: Richard M. Cooper, son of Mr. and Mrs. Guy Cooper, 10 Gerald Ave., a senior major in marine engineering; Michael J. Del Percio, son of Mr. and Mrs. Michael Del Percio, 7 Gerald Ave., a sen-

ior in marine engineering; David R. Esdale, son of Mr. and Mrs. J. Esdale, 56 Spruce St., a sophomore major in marine transportation; Robert E. Jensen, son of Mr. and Mrs. Robert Jensen, 3 Terrel Ave., a sophomore major in marine engineering.

While at sea, their time is divided into three equal rotating periods which include instruction, watchstanding, and maintenance and repair. During the periods of instruction they attend formal classes where they are schooled in the use of the modern equipment aboard the multi-million dollar vessel.

Each cadet at the Maritime College is required to go on three summer training voyages in his four years of college study visiting some 15 different European and Mediterranean ports and traveling over 30,000 miles.

The first summer at sea the cadets perform ship's work and stand watch in a learning capacity. By the time they take their third cruise they are in the junior officer category and are given much responsibility for the safety and welfare of the vessel.

William M. Gouse, Jr.
Post No. 3211
by Eddie Klebing

This Monday July 25th is the cut-off date for members to advise their picnic committee of how many people they plan to bring to the annual affair being held at Teddy Roosevelt Beach in Oyster Bay on Sunday August 7th. It is important that the committee know the number of people coming so they can plan for adequate food and refreshment for all. We don't want to provide for say 250 people and roughly speaking 350 show up. So be fair to yourselves, your comrades and your guests. Consult the latest bulletin mailed to you and get your answer off to Ken Wood, 71 Twin Lanes Avenue, Hicksville, New York by July 25. Do it now and save yourselves a lot of grumbling and growling later.

With vacation time at hand some of our regular workers on bingo nights are away enjoying the benefits of this holiday from work. However, this creates a shortage of help on these nights. If any member is free and would like to help, contact Joe Gilligan or Art Felling. They will be glad to hear from you.

Commander in Chief, Andy Borg, in appearing before the House Committee on Veterans Affairs, recently presented the members 10 legislative goals for 1966. Number 1 of the ten legislative goals was H.R. 12410, better known as the Cold War GI Bill which has become law since. The remainder were:

2. Greater participation by Congress in operations of Veterans Administration.
3. Veterans hospital domiciliary and medical facilities must be for veterans.
4. Liberalize dependency and indemnity compensation program for survivors of deceased veterans.
5. Liberalize pension programs for totally disabled and older veterans and their widows.
6. National Cemetery must be continued.
7. Establish a standing committee on veterans' affairs in the United States Senate.
8. No reduction in job counseling and job placement assistance for veterans.

Democratic Zone Leader for North Hicksville, EDWARD GIANELLI is home from Synanon General Hospital after major surgery and would like to thank everyone for their kind thoughts, cards and remembrances. . . MAX was on vacation and the postal service declined, according to some of the boys and the few girls who pickup their box mail before eight a.m. Glad to have you back, MAX. . . What a mess at the corner of Old Country Rd and Broadway, Hicksville, where they are "fixing the highway". . .

Congratulations to SUZANNE GIANELLI, daughter of Mr. and Mrs. Edward Gianelli of Lenox Ave., Hicksville, who made the dean's list at Morehead State University, Kentucky. She will be entering her junior year in the fall. . . The St Ignatius Girls Cadet Corps is carrying the glory of Hicksville all over these days. Albany and then Washington. While identified with St Ignatius Church, the unit is non-sectarian. Your contributions to their uniform fund will be much appreciated. Send checks to Director TOM COSTA at 4 Brooks St., Hicksville. . . If they should suddenly decide to cut the grass at the old courthouse, our editor will have nothing to complain about for a week at least.

Now they have the Left and Right Club at Paul's Tavern with 25 charter members, according to HANK the dog fancier. . . We see by the papers that BRAD JAWORSKI will join the school staff in Jr. High this fall as a physical education teacher. His dad, CHET, who played varsity basketball, football and baseball at the University of Rhode Island is former athletic director of Hicksville schools and now assistant principal at the high school. . . RALPH CASCARDIO was confirmed as postmaster of Hicksville by the US Senate in May. . . He had served as acting postmaster for only a few months. . . JOHN F. A. KRAMER, son of George Kramer of 48 Briggs St., Hicksville, was among 59 boys selected to attend the first two weeks of the Sixth Annual Masonic Youth Camp in the Adirondacks this month. . . CRAIG MCINTOSH, son of Mr. and Mrs. George McIntosh and grandson of Mr. and Mrs. Frank Chlumsky, has passed the bar exams and is now with the state attorney general's office in California. . . GEOFFREY E. SERWER of 69 Helen Ave., Plainview, is on the dean's list at Bradley University. . . A new police headquarters for the second precinct, for many years on North Broadway, is being built on the north side of Jericho Turnpike east of the Wantagh-Oyster Bay Expressway. It will provide 3,000 square feet more of space than the present 7,000 square feet. . . The Hicksville Fire Dept. ladies auxiliary won TWO trophies for appearance at Oceanside on July 9. Third for best appearing unit and another for having the most ladies in the line of march. . .

9. Oppose all efforts to weaken veterans' preference in federal civil service.
10. Reopen N.S.L.I. program.

Hicksville Internat'l League Standings

- "A" Minor League Final Standings
- 1.) So. B'way Carvel
 - 2.) Hicksville Lions Club
 - 3.) Mid-Island Times
 - 4.) Schlauch Roofers
 - 5.) Dynamagics
 - 6.) Paragon Oilers

All Star Team

The following boys have been selected to represent the Hicksville Little League in the Senior All Star game:

John Kirsch, Gary Jackson, Tom Walsh, Don Nagley, William Rice, Martin Klein, Ron Kochman, Bob Hollman, Mike Waslick, Kevin Morahan, Frank Rogers, Billy Wandell, John McDermott, John Sharp, Phil Hellsten, Bill Sanderson, Gary Sheal, Howie Silvestri.

The All Star Manager is Mr. George Brown. The first game will be played on July 22 at Plainview field.

YOU'LL POP WITH EXCITEMENT WHEN YOU BOWL
WITH A BALL FROM BOWLERS CORNER.
LOOKING FOR TROPHIES? WE CARRY
A COMPLETE LINE. COME ON-IN!



BOWLERS CORNER

BOWLING BALLS TROPHIES BOWLING BAGS

35 BROADWAY WE 5-3840 HICKSVILLE, N.Y.



SAVE UP TO
50%
ON DISCONTINUED STYLES

SALE PRICED! • WORK SHOES
• SPORT SHOES
6⁹⁹ to 11⁹⁹ • DRESS SHOES

(REG. \$12 to \$20)

INCLUDING SUCH FAMOUS BRANDS AS HUSH PUPPIES, BATES, WOLVERINE, THOROGOOD.

FOR MEN AND BOYS

SAVE - SAVE - SAVE UP TO 50%
• WORK PANTS • SPORT SLACKS
• SWEATERS • JACKETS

GOLDMAN BROS.

192 Broadway • Hicksville • WE 1-0441

Hours: Mon. to Fri. 'til 9 pm, Sat. 'til 6 pm FREE PARKING
FRANKLIN NATIONAL and UNICARD CHARGE PLANS



NASSAU COUNTY DIRECTOR, of Probation Louis J. Milone that the Board of Judges has approved the appointment of James J. Treuchtinger of Hicksville to the post of Deputy Director of Probation.

Treuchtinger, who is 41 years old, has been with the department since 1955, serving first as a probation officer, then as supervising probation officer and until now, as senior supervising probation officer in the adult division.

Prior to his work in probation, Treuchtinger was a senior case-worker in the Nassau County Dept. of Public Welfare. He holds the Bachelor of Arts degree from Columbia College and the Master of Social Work from Adelphi University. He served in the United States Army from 1943 to 1945 and was wounded in action three times.

Treuchtinger was vice-president of the Nassau Civil Service Employees Association and chairman of its state-wide membership committee. He is also a member of the Exempt Assn., Hicksville Fire Dept. He and his wife Eileen reside at 60 East End Ave., Hicksville.

184 Broadway Hicksville

Mary Carter Paints

OV 1-1175

Paint-Custom Coloring
Beautiful Wallpaper
We Try Hard to Please:

- Floor Tiles • Custom Shades
- Wallpaper
- Blinds
- Contact Ceiling Title

GLAMORENE RUG CLEANING CENTER-LOW DAILY RENTAL

Miami Beach PACKAGE TRIPS

LET US SET UP THE PACKAGE FOR YOU. WE'LL TAKE CARE OF EVERYTHING. THE ROUND TRIP BY JET, THE OCEANFRONT HOTEL. A CAR, SIGHTSEEING. YOU JUST HAVE THE FUN.

NEW MEAL PLAN!!! DINE AROUND!!!

Stay at a leading hotel and eat at a choice of others

NEW YORK - MIAMI LOW PLANE FARES

On scheduled airlines
Eastern, National, Northeast
\$90 By Day Jet
Mid-week plus tax

HICKSVILLE TRAVEL

360 SOUTH BROADWAY - WE 1-7724

TRAVEL CORNER OF HICKSVILLE
16 NO. JERUSALEM AVE. - WE 8-3400

TRAVEL CORNER OF ROSLYN
360 WILLIS AVENUE - MT 4-0020

TRAVEL CORNER OF OYSTER BAY
17 WEST MAIN STREET - WA 2-7660



HERBERT J. SIMMS of Jericho, County Commissioner of Public Works, gave the main address at the official dedication of the Cantigue County Park pool although his office told the HERALD that he is on vacation for the month of July.

All Around Town 136 Going to Jr High from East St.

An entertaining program of movies for children (suitable to ages 5 to 10) will be sponsored by Art Forms Creative Center on Wednesday, July 27th. There will be two showings, one at 11 a.m. and another at 3 p.m. at the Center's home, 111 Levittown Parkway, Hicksville.

Mr. and Mrs. William Pekarshi of 10 Cornwell Lane, Hicksville, are the parents of a son, David William, born June 28 at Mercy Hospital.

Mr. and Mrs. George Mulford of 17 Opal Dr., Plainview, are the parents of a daughter, Jennifer Mary, born at Mercy Hospital on July 6.

Karen Marie is the name of the new daughter of Mr. and Mrs. Paul Kraus of 19 Kansas St., Hicksville, born on July 6 at Mercy Hospital.

A daughter, Anne Marie, was born to Mr. and Mrs. Thomas Ginty of 12 Ronald Ave., Hicksville, at Mercy Hospital on July 9.

One hundred and thirty six students of East St. School will be going to Hicksville Junior High School in September, according to Principal John McGovern.

The Nina Plantz Trophy for Academic Achievement went to Richard Kenyon. Other awards were: perfect attendance Anthony Calazzo, Michael Cerlini, Susan Cressman, Debra Schera, Arlene Staubitz, James Treiste, Edward Waldeck, Veronica Willets, Patricia Williams, Denis Yattras, Gary Uhland, Peggy Hoosack and David Jones, 6th grade; Gerard Kilday, Paul Markowski, Maria Maternowski, Joseph Scarangella, Arlene Travis, and Laurel Van Houten, 5th grade.

Also, Anthony Cocase, David Moynihan and Andrew Peat, 4th grade; Patricia Sotung, 2nd; Laura Wicks, 1st; Timothy Bradley, Mark Erickson and William Delaney, kindergarten.

The art medal went to Lori Sanders with certificates to Anthony Calazzo, Susan Cressman, Janet D'Agostino, Dawn Piper,



WATER BALLET was part of the official dedication program at the Cantigue County Park swimming pool in Hicksville last weekend.

Theresa Resch, Debra Schera, Susan Seeley, Theodore Stefanew, Glen Urschel, Terry Webb and Patricia Williams. Art service: Mary Ann Hill, Nancy Parisi, Lori Sanders and Susan Seeley.

Theodore Stefanew and Kevin Watson received audio visual certificates. Band and orchestra certificates were won by William Alonge, Gary Fippinger, James Huger, Richard Kenyon, Barry Swartz and David Jackson.

Also: Chorus Medal to Michael Nesbitt; certificates: Lorraine Durnin, Richard Jones, Anne McManus, Michael Nesbitt, Debra Schera, Arlene Staubitz, Denise Yattras; French medal: Francine Santagata; library medal: Patrick Connolly; library service certificates: Mary Ann Hill, Ann Millilo, Susan Seeley, Edward Waldeck, Henry Wawryck.

Physical education, girls' medal: Peggy Hoosack; certificates: Carol Ann Burns, Nancy Graham, Linda Kolak, Donna Mc-

Caffrey, Debra Messinger, Nancy Parisi, Theresa Resch, Joan Russo, Francine Santagata, Denise Scheidel, Debra Schera, Carol Smith, Arlene Staubitz, Veronica Willets and Helen Wunderlich.

Councilman Edward J. Poulos, Town Board Majority Leader, announced that the Town Board has authorized the installation of 22 street lights in the Section 18 area of Birchwood, Jericho.

THE BEST... IS THE BEST!

Bill's

MEAT MARKET

A & P Shopping Center

364 West Old Country Rd., Hicksville
931-4388 FREE DELIVERY

Buy Your Flowers Where They Are Grown



GIESE FLORIST, INC.

Serving the Community 39 Years

82 Lee Avenue Hicksville, N.Y. WE 1-0241 We Telegraph and Deliver Flowers

WATCH FOR OPENING

OF

NEW FACILITIES OF BOB-KEN FORD

August 1st
ON BETHPAGE ROAD
AT BROADWAY

WATCH FOR THUNDERBIRD GOLF TOURNAMENT

SPONSORED BY FORD DEALERS

AUGUST 10-14

BOB KEN FORD INC.

North Broadway & 16th St., Hicksville, N.Y.
WE 1-6460

EDITORIAL OPINION

Don't Take Any Wooden Nickels

The nickel is celebrating its 100th birthday. And down through the years it has been a symbol of the fluctuations in buying power.

It was born during the Civil War, when silver coins had all but vanished as people hoarded them or shipped them abroad.

By 1879 the nickel assumed merchandising significance with the establishment of the "Great Five Cent Store," which a year later became Woolworth's 5 and 10 cent store—the forerunner of a new concept in retailing. Profits from the nickel and dime items made it possible for F. W. Woolworth Company to build the first modern skyscraper in 1913 and pay \$13 million in cash for it.

Today, the ever-growing list of goods or services that used to cost only a nickel—phone calls, newspapers, ice cream cones, cigars, candy bars—brings back nostalgic memories as the familiar 5-cent items all but disappear.

About the only nickel bargain left today, is the ferry ride to Staten Island from New York City.

Although the nickel has been produced in the billions, the Treasury Department calls it simply a "five-cent piece"... but irrespective of what it is called, who could forget these two famous quotations:

Thomas Riley Marshall—"What this country needs is a good five-cent cigar."

Franklin P. Adams—"What this country needs is a good five-cent nickel."

More Tree Removal?

We get that cold, clammy feeling on our neck when we read a call for bids by the State Dept. of Public Works for "tree removal" in the county of Nassau being requested by A.M. Sarr, district engineer, at Babylon. Bids are requested by today (July 21) and the department estimates the work will cost \$22,000.

The only description given is "various state highways in district 10" and we have a belief that it could include those stately trees on Newbridge Rd. and South Broadway.

Our Men In Service

Marine PFC Frederick E. West, nephew of Mr. and Mrs. Edmund Di Bianco, 23 Schiller St., Hicksville, is serving with the 1st Marine Div. now active in the Da Nang area of Vietnam. PFC West immigrated to this country at the age of 18 yrs. during June, 1964. His letters are descriptive of the fighting conditions and of some of the difficulties encountered in communications with the Vietnamese. He intends to apply for U.S. citizenship upon completion of his tour in Vietnam.

Midshipman First Class Matthew J. Coffey, son of Mr. and Mrs. Matthew Coffey of 13 Wendell St., Plainview, is undergoing a six-week midshipman summer of cruise aboard the destroyer USS Glennon.

Glennon is conducting anti-submarine warfare exercises off the Atlantic Coast as a unit of Destroyer Development Group Two. Glennon is homeported at Newport, R.I.

Midshipman Coffey is a senior at the College of the Holy Cross at Worcester, Mass., where he is a member of the Naval Reserve Officers' Training Corps.

Richard A. Carlsen, whose wife, Eileen, lives at 15 Ellen St., Bethpage, was promoted to Army first lieutenant, July 1, while serving with the 543d Quartermaster Group in Vietnam. Lieutenant Carlsen, statistical officer of the group's plans and systems branch, entered the Army in January 1965.

Army Pvt. Gerard P. Dombrowsky, 19, son of Mr. and Mrs. Charles J. Dombrowsky, 142 Nevada St., Hicksville, completed an 11-week radio teletype operation course at the Army Southeastern Signal School, Fort Gordon, Ga., July 8. During his training, he received instruction

LEGAL NOTICE

NOTICE TO BIDDERS - HICKSVILLE WATER DISTRICT

Notice is hereby given that SEALED PROPOSALS for installation of 10" Main on Engle Street, will be received by the BOARD OF COMMISSIONERS OF THE HICKSVILLE WATER DISTRICT, at the Office of the Board, 4 Dean Street, Hicksville, New York until 8:00 P.M., Prevaling Time, on Tuesday, July 26, 1966, at which time and place they will be publicly opened and read.

Instructions for Bidders, Proposal, Plans, Specifications and Contract Forms may be obtained at the Office of Consulting Engineers, Holzmacher, McLendon & Murrell, 500 Broad Hollow Road, Melville, New York 11746. A deposit of \$10.00 is required for each set of documents furnished, which will be refunded if the set is returned in good condition within thirty (30) days after the bids have been opened and acted upon by the Board of Commissioners of the Hicksville Water District.

Each Proposal submitted must be accompanied by a certified check or bid bond, payable to the Hicksville Water District, in a sum equivalent to five per cent (5%) of the total amount of the bid, and a commitment by the Bidder that, if his bid is accepted, he will enter into a contract to perform the work and will execute such further security as may be required for the faithful performance of the contract.

The Board of Commissioners of the Hicksville Water District reserves the right to reject any or all Bids, to waive any informalities therein and to accept the bid which, in its opinion, is in the best interests of the Water District.

BOARD OF COMMISSIONERS HICKSVILLE WATER DISTRICT
William A. Cislser, Chairman
Harry Borley, Treasurer
George A. Kunz, Secretary
MIDX7/21

THE NICKEL'S LAST STAND



in the operation of radio transmitting and receiving sets by voice and Morse code.

Staff Sergeant Arthur J. Zimmerman, son of Mr. and Mrs. George Zimmerman of 17 Nixon Drive, Plainview, is now on duty with U.S. combat air forces in Southeast Asia. Sergeant Zimmerman is assigned to a forward combat base. He is a vehicle operator.

Airman Albert J. Lamoureux, son of Mr. and Mrs. Albert J. Lamoureux of 15 Raue St., Hicksville, has been selected for technical training at Chanute AFB, Ill., as a U.S. Air Force aircraft equipment repairman.

The airman recently completed basic training at Lackland AFB, Tex. His new school is part of the Air Training Command which conducts hundreds of specialized courses to provide technically trained personnel for the nation's aerospace force.

Airman Lamoureux was graduated from Hicksville High School in 1962 and attended New York City Community College at Brooklyn.

Seaman Recruit Girard A. Capobianco, USN, son of Mr. and Mrs. Girard A. Capobianco of sixth Parc Lane, Hicksville, has been graduated from seven weeks of Navy basic training at the Naval Training Center here.

Airman Robert J. Stadelman, son of Mrs. Vivian D. Stadelman of 1 Carol Road, Bethpage, has been assigned to Vandenberg AFB, Calif., after completing Air Force basic training.

Airman Francis L. LaStella, son of Mr. and Mrs. Frank E. LaStella of 26 Sherman Ave., Plainview, has been selected for technical training at Lackland AFB, Tex., as a U.S. Air Force policeman.

Airman LaStella was graduated from Plainview-Old Bethpage High School in 1964.

Airman Robert F. Reymont, son of Mr. and Mrs. Victor L. Reymont of 64 Burton Ave., Bethpage, has been selected for technical training at Amarillo AFB, Tex., as a U.S. Air Force fuel specialist.

LEGAL NOTICE

PUBLIC NOTICE STATE OF NEW YORK PUBLIC SERVICE COMMISSION ALBANY

Case 21203
Name of Applicant: Students Bus Transportation, Inc.
Nature of Application: Applicant seeks a permit to operate as a contract carrier of passengers by motor vehicle, as described in applications verified June 16, 1966 and June 17, 1966.

APPLICATIONS FOR FURTHER EXTENSIONS

Applicant's address: 638 Interlaken Lane
North Babylon, N.Y. 11703
June 29, 1966

NOTICE is hereby given that a public hearing will be held in the above matter before Examiner Albert A. Vallone, at the office of this Commission, 199 Church Street, New York, N.Y., on Monday, August 1, 1966, at 10:00 a.m., Eastern Daylight Time.

SAMUEL R. MADISON
Secretary

MIDX7/21

NOTICE IS HEREBY GIVEN

that License No. C123 has been issued to the undersigned to sell beer at retail under the Alcoholic Beverage Control Law at 341-345 Broadway, Hicksville, Nassau County, NY, for off premises consumption.

FRED KRAMER Inc.
MIDX7/21

NOTICE IS HEREBY GIVEN

that License No. C591 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 70 Woodbury Rd., Hicksville, Nassau County, N. Y. for off premises consumption.

John Hill
Hicksville-Levittown Beer
MIDX7/21

NOTICE IS HEREBY GIVEN

that License No. 6A3324 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 128 Woodbury Road, Hicksville, Nassau Co., N.Y. for off premises consumption.

Joseph Esatto
Hicksville Farms
MIDX7/21

MID ISLAND HERALD & PLAINVIEW HERALD

Second-class postage paid at Hicksville, New York
PUBLISHED WEEKLY for the
Mid Island Community at Hicksville, L.I., N.Y.

Member



Press
Assn., Inc.

FRED J. NOETH
Editor and Publisher

DANIEL G. CARROLL
Advertising Manager

Address correspondence to:
P.O. BOX 93
HICKSVILLE, N.Y.
Zip 11802

OFFICE: 225 Broadway, Hicksville
TELEPHONE: WE15-1400 and WE15-1-0346

when it comes to food...
I want quality!
SHOP WITH FRIENDLY SERVICE AT
CARL'S DELICATESSEN
99 LEVITTOWN PKWY., HICKSVILLE WE 1-9071

FOLLOW THE SWALLOW
DOWN SOUTH OF HICKSVILLE TO
J&K LIQUOR SHOPPE
449 NEW SOUTH RD. HICKSVILLE-
Next to John's Oasis
YES, WE HAVE FREE DELIVERY - CALL 681-6630

You'll Love It!
A CADILLAC FIBERGLAS SWIMMING POOL OF YOUR OWN!
The Ultimate in Beauty - Design - Durability - Quality
BOTTO POOLS
32 Holman Blvd.
Hicksville, N.Y.
UNLIMITED WE 5-2908

MAGLIN'S LIQUOR STORE
SOLE AGENTS FOR
CLUB 69
WINE WHISKY
69 Broadway
L 914 Hicksville, N.Y.
Opp. L.I. National Bank
WE15-1-0414



Firestone

HICKSVILLE FIRESTONE DEALER STORE

300 SOUTH BROADWAY, HICKSVILLE, N.Y.

WE 1-0961 WE 1-0170

OPEN

MON-THURS-FRI
TILL 9

TUES-WED-SAT
TILL 6

10 BIG DAYS

Now thru July 30

Low, low prices on
our most popular
tire!

SPECTACULAR

JULY TIRE

OFFER

LOW, LOW PRICES ON

Firestone

Deluxe Champions

The tire that's ORIGINAL EQUIPMENT on America's finest 1966 Cars

\$18

PRICES
START
AT

6.00-13
tubeless
blackwall

plus \$1.38
Fed. excise tax;
sales tax
and trade-in
tire with
recappable
cord body



**QUALITY COMES 1st
AT FIRESTONE**

Why buy just any tire, when for
only a few pennies more you can
get Firestone quality?

Look at these
PLUS features of the
Firestone Deluxe Champion

- Modern wrap-around tread for easy steering and excellent stability
- Wide, deep tread with Firestone SUR-R-TUF rubber for maximum mileage
- All-action precision tread design for superb traction...even on wet roads

**No Money Down
Take Months
To Pay**

All prices plus taxes and trade-in
tire off your car.
*Size listed also replaces size
shown in parentheses.

Check our **LOW PRICE** on your size

SIZE*	Tubeless BLACK WALLS	Tubeless WHITE WALLS	Fed. Excise Tax
6.00-13	\$18.00	\$21.70	\$1.38
6.50-13	19.90	23.05	1.56
7.35-14 (7.00-14)	21.95	25.45	1.86
7.35-15 (6.50-15)	21.95	25.45	1.86
7.75-14 (7.50-14)	23.20	26.90	1.91
7.75-15 (6.70-15)	23.20	26.90	1.91
8.25-14 (8.00-14)	25.45	29.50	2.18
8.25-15 (7.40-15)	25.45	29.50	2.18
8.65-14 (8.50-14)	27.95	32.35	2.35
8.65-15 (7.60-15)	27.95	32.35	2.35
8.85-14 (9.00-14)	31.10	36.05	2.68
8.85-15 (8.00-15)	31.10	36.05	2.70

NATIONWIDE GUARANTEE

FULL-LIFETIME GUARANTEE against defects in workmanship and materials; and all normal road hazard injuries encountered in everyday passenger car use for the life of the

original tread design in accordance with terms of our printed guarantee certificate. Price of replacement pro-rated on original tread depth wear and based on Firestone adjustment price which may or may not be the same as original purchase price of replaced tire or actual current selling price of replacement.

50-ft. GARDEN HOSE



FULL
1 1/2" DIAM.

50-ft. Length

- Full-flow all brass couplings
- Lightweight, flexible.

\$118 each

Limit 2 rolls
per customer

Additional \$1.99 each

AIR-COOLED CUSHIONS

- Full adult size • New plastic grid
- Assorted colors

88¢ EACH

Limit 2 per
Customer

6-Q-323

Additional Cushions \$1.69 EACH

DRESS & SUIT BAG



Heavy gauge vinyl with
blue embossed finish

- Men's — 42 inches long
- Women's — 54 inches long

77¢ EACH

Additional Bags
\$1.29 Each

6-Q-324 Men's
6-Q-325 Women's

Priced as shown at Firestone Stores; competitively priced at Firestone Dealers and at all service stations displaying the Firestone sign.

WANT ADS

WELLS 1-1400

RAIES - Want ads - \$1.00 for first insertion 15 words - 10¢ each additional word. Repeat \$4 word, 75¢ minimum. IMPORTANT: If not accompanied by cash or paid by day of publication, 25¢ billing charge is added. DEADLINE: Tuesday, 5 p.m.

BABY SITTER

BABYSITTER, CLARA KELLER
WE 5-1656.

SERVICES OFFERED

CARPETS, RUGS, CLEANED.
Shampooed, stored, PY 6-7200.
Mayflower Rug Cleaning Co.

BEAUTIFUL PHOTOGRAPHY
Commercial - Weddings. Call
Frank Mallett, 183 Plainview
Road, Hicksville WE 1-1460.

EXPERT PAPERHANGING,
No job too big or too small.
All work guaranteed. OV 1-5760.

ASPHALT DRIVEWAYS, Smooth,
Handsome, Durable. (Fair
Prices, No Bargains). DORSEN
WE 1-5116.

TYPEWRITERS
ADDING MACHINES
Served - Repaired
Rented

**KNICKERBOCKER
TYPEWRITER CO.**

230 Broadway, Corner First St.
Hicksville

WE 5-5000

QUINNY

**FUEL
OIL**

WE 1-2077

29 East Carl Street
Hicksville, New York

**HENRY'S
RADIO & TV SHOP**

Serving This Community for the Past 30 Years!
SPECIALIZING IN REPAIRS

23 Broadway **WE 1-0627** Hicksville

MID-ISLAND

HERALD

PLAINVIEW

MAIL IN CLASSIFIED ADVERTISING FORM

Read As Follows

Category head _____
Date Ad begins _____ Number times _____
TOTAL COST (See Rates Above) _____

Send Check to the HERALD, PO Box #95, Hicksville, N.Y.

SERVICES OFFERED

OPTICIAN

520 Styles
To Choose From
ROBT. W. PRICE
66 JERUSALEM AVE.
HICKSVILLE
WE 8 - 1841

**GEORGE'S
MOWER SERVICE**

FREE PICK UP AND DELIVERY
SAME DAY SERVICE
ON SHARPENING AND
REPAIRING
153 Woodbury Rd., Hicksville
WE 5 - 3188

PERSONAL

ARE YOU having a problem with
alcohol? Have you tried to "get
off the stuff" on your own only
to fall flat on your face again
in a matter of days, weeks or
months. So did we. If you want
help call Hicksville A.A. Jim,
PE 5-6051.

WANTED TO BUY

BUYING U.S. COINS and stamps.
Write Box 153, Sea Cliff, N.Y.

HELP WANTED

PART TIME TELEPHONE
Be a Herald Community Repre-
sentative in your spare time.
Flexible hours. For details call
Mrs. Noeth WE 1-1400.

FOR RENT

ROOM FOR RENT Gentleman
preferred Near all transportation
WE 5-1757.

Only You Can Put
Zip in Mail Service

LEGAL NOTICE

NOTICE OF PUBLIC HEARING
BY THE BOARD OF ZONING
APPEALS

Pursuant to the provisions of
Article 12, Section 2-3.0 of the
Building Zone Ordinance,
NOTICE is hereby given that the
BOARD OF ZONING APPEALS
of the Town of Hempstead will
hold a public hearing in the Hear-
ing Room, Town Hall, Front
Street, Hempstead, New York,
on July 27, 1966 at 10:00 A.M.
& 2:00 P.M. to consider the
following applications and ap-
peals:

THE FOLLOWING CASES WILL
BE CALLED AT 10:00A.M.
611. OCEANSIDE-Marshall &
Mildred Relation, two family
dwelling, 57 West Windsor Park-
way.

612. WEST HEMPSTEAD- Wil-
liam S. Guggisberg, two family
dwelling, 125 Maplewood St.

613. OCEANSIDE- Tigran Ar-
rathoon, sign, N/W corner Long
Beach Rd. & Atlantic Ave.

614. WANTAGH- John L. Mc-
Guire, front yard variance to
construct two car detached
garage, N/W corner Greentree
Dr. & Seamans Neck Rd.

615. WANTAGH-Sue Comet, con-
struct building to be used for
laundromat, E/s Wantagh Ave.
491.75 ft. N/o Park Ave.

616. LEVITTOWN- Angelo Pom-
ponio, side yard variance to con-
struct addition to one family
dwelling connecting dwelling with
detached garage, S/s Meadow
Lane 335.90 ft. W/o School-
house Rd.

617. ELMONT- Conrad Gutber,
rear yard variance for one family
dwelling with garage, N/s Dutch
Broadway 160.25 ft. E/o Audrey
Ave.

618. NEAR ISLAND PARK- Louis
Barrera, front yard variance with
stoop & overhang encroachments,
side yard variance with chimney
& eaves encroachments, rear
yard variance with eaves en-
croachments, variance in re-
quired lot area & front width of
lot & lot area occupied to con-
struct one family dwelling with
garage, N/s Kingston Blvd. 270
ft. E/o New York Ave.

619. FRANKLIN SQUARE- Rob-
ert Koke, extend uses permitted
in business zone throughout en-
tire plot pursuant to Sec. 267
of Town Law, W/s New Hyde
Park Rd. 307.6 ft. S/o Tulip
Ave.

620. LEVITTOWN- George Di-
giglio, front yard variance to
construct addition of carport to
one family dwelling, S/W corner
Pittail Lane & Kingfisher Rd.

621. NEAR BETHPAGE- Tully
Fanning, front & side yard var-
iances to construct attached
garage, S/s Bryant St. 91.81 ft.
W/o Wantagh Ave.

622. LEVITTOWN - Anthony
Moran, front yard average set-
back variance to construct ad-
dition with eave encroachment
to one family dwelling, N/s Tan-
ners Lane 160.28 ft. E/o
Ranch Lane.

623. MERRICK- Phyllis Cas-
sella, install second kitchen in
one family dwelling, E/s North
Hanover Pl. 173 ft. N/o Horatio
Ave.

624. FRANKLIN SQUARE- Stan-
ley Kleinfeld, erect one 8' x 7'
double face illuminated ground
sign, overall height 12 ft., set
10 ft. from front property line
and 5 ft. from side line, N/s
Hempstead Tpke. 230.27 ft. W/o
Lexington Ave.

625. NEAR WESTBURY- West-
bury Service, Inc., variance in
required offstreet parking for
construction of retail store build-
ing, S/s Old Country Rd. 732-
85 ft. E/o Westbury Rd.

THE FOLLOWING CASES WILL
BE CALLED AT 2:00 P.M.
626. OCEANSIDE- I. George
Berkman, erect one 4'10" x 5'-
1" double face illuminated roof
sign, S/E corner Atlantic Ave. &
Oceanside Rd.

627. BALDWIN- Michael Kittis,
variance in required off-street
parking to replace diner & per-
mission to park in front & rear
yard setback areas, S/W corner
Sunrise Highway & Central Ave.

628. SEAFORD- Edward J. Bal-
letta, Inc., variance in required
front width of lot to construct
one family dwelling with garage,
E/s South Seamans Neck Rd.
660.54 ft. S/o Merrick Rd.

629. GARDEN CITY SOUTH-
Trinca Homes, Inc., front yard
variance with eaves & stoop en-
croachments, variance in re-
quired lot area & front width
of lot to construct one family
dwelling with garage, N/E cor-
ner Terrace Ave. & Kilburn Rd.

630. GARDEN CITY SOUTH-
Arthur L. & Ethel Unger, side
yard variance & variance in re-
quired lot area to maintain one
family dwelling, E/s Kilburn Rd.
50.22 ft. N/o Terrace Ave.

631. NEAR EAST ROCKAWAY-
Salvatore Glacome, side & rear
yard variances, variance in lot
area occupied & variance in re-
quired lot area & front width of
lot from and on street line to
front setback line to construct
addition to one family dwelling,
W/s Hewlett Bay Blvd. West 25
ft. S/o Court St. West.

632. OCEANSIDE- Mark VII Con-
struction Corp., variance in re-
quired front width of lot to con-
struct one family dwelling with
two car garage, N/Easterly side
Anchor Rd. (PL) 419 ft. S/East-

STRICTLY BUSINESS by McFeatters


"I'm sorry, we have no openings in your line!"

633. WEST HEMPSTEAD- Cat-
hedral Post 1087 American
Legion construct addition to club-
house, E/s Woodlawn Rd. 311
ft. S/o Hempstead Ave.

634. WEST HEMPSTEAD- Cat-
hedral Post 1087 American
Legion, side yard variance to
construct addition to clubhouse
& rear & side yard variances to
permit off-street parking there-
in, E/s Woodlawn Rd. 311 ft.
S/o Hempstead Ave.

635. BELLMORE - Villanova
Builders, Inc., variance in re-
quired lot area to construct one
family dwelling with two car
garage, rear yard sundeck &
stairway encroachments, W/s
Shore Rd. 1590 ft. S/o Horace Ct.

636. BELLMORE- Annie Pis-
ciotta, variance in required lot
area to construct one family
dwelling with two car garage,
rear yard sundeck & stairway
encroachment, W/s Shore Rd.
1850 ft. S/o Horace Ct.

637. SEAFORD- Helmut Gerst,
rear yard variance & variance
in required off-street parking
for proposed additions to bake
shop, N/s Merrick Rd. 170 ft.
E/o Seaford Ave.

638. MERRICK- Nora Selby, var-
iance in required lot area &
front width of lot to construct
one family dwelling with garage
S/s Willis Ave. 50 ft. W/o State
St.

639. NEAR LAWRENCE- Lincoln
Street Holding Corp., erect one
illuminated ground sign 32.7 sq.
ft. (each side and including pen-
tastar), overall height 23.6 ft.,
setback 3 ft. from front property
line, S/W corner Burnside Ave.
& Lincoln Pl.

640. LEVITTOWN- St. Francis
of Assisi Church, erect 18 ft.
high chain link fence, W/s Water
Lane North 85.80 ft. N/o Swan
Lane.

641. ELMONT- Linmont Prop-
erties, Inc., erect one 3' x 37'
illuminated sign on wall of build-
ing not facing a public street,
S/E corner 240th St. & Central
Ave. (Linden Blvd.).

642. FRANKLIN SQUARE- Jo-
seph Carpenter, variance in re-
quired lot area to maintain two
family dwelling, E/s Averill
Blvd. 30 ft. N/s Whiteside Ave.

643. NEAR BETHPAGE- John
& Rose Campanelli, two family
dwelling, W/s Hewmann Pl.
602.13 ft. N/o Martin Road South.
Interested parties should appear
at the above time and place.
By order of the Board of Zon-
ing Appeals,

W. Kenneth Chave,
Chairman
Ed Southerland,
Secretary

Pageantry in Brass

By the St. Ignatius Girls Cadet Corps

Each and every girl in the Saint Ignatius Girls Cadet Corps, is important. In the eyes of God we are all unique. This is also true of the girls in the Corps. One girl can really march and play well. Another girl can sell tickets well. Another girl is advantageous in helping with the contests. Each girl is important to the Corps.

Every girl is vital to the Corps, in another sense. In a contest or parade the performance of each girl is noticed. Those who are noticed the most are the ones who are doing something wrong. Our manager often says "the corps is as good as its worst member." This is very true. Every member of a corps will be seen at least once during a parade or contest.

Every girl should keep in mind that she is necessary and vital in the Corps, so that she will work harder to be a better Cadet. Yes, each girl is important to the Corps, but so are you, THE PEOPLE OF HICKSVILLE, equally important to the Corps. There isn't a girl who steps out on the field who would not play just a little bit better to hear your support in cheer from the stands. And no matter how good her salesmanship is she cannot sell tickets unless you are willing to buy them.

"PAGEANTRY IN BRASS", a

marching and maneuvering contest is something new to you. Yet in many parts of the United States whole towns follow and share their Corps victories large and small. We, the girls of St. Ignatius, are asking you to share with us all the fun and excitement of this colorful and musical sport.

If you have already bought a ticket, make it a point to see the contest. If not, and we are unable to reach your neighborhood personally, give the whole family a treat and come to "PAGEANTRY IN BRASS" held at St. Raphael's Field, East Meadow, Saturday, July 30, at 8:00 P.M.

Friday, July 22, the girls will compete in the American Legion State Championship Competition, held in Albany. The Charles Wagner Post #421 is sponsoring the Corps travel and room expenses for this trip. We're sure the girls will represent both the Charles Wagner Post and the People of Hicksville well this weekend.

Republicans Move

The Nassau County Republican Committee moved to spacious new quarters at the Garden City Hotel yesterday (Wed.).

The offices are located in the west wing of the Hotel, on the main floor.



LOUIS "SATCHMO" ARMSTRONG stars nightly in the Guy Lombardo production "Mardi Gras" at the Jones Beach Theatre. Louis Armstrong is billed as "the greatest trumpet player in the world". He and his Orchestra have received critical acclaim for their performance in Lombardo's classic New Orleans epic.

LEGAL NOTICE

NOTICE IS HEREBY GIVEN that License No. 6EB1808 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 8 East Marie St., Hicksville, Nassau County, N.Y. for on premises consumption.

Harry Downells
Hub Diner
DBA
MIDX7/21

NOTICE IS HEREBY GIVEN that License No. 6A3919 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 390-392 West John St., Hicksville, Nassau County, N.Y. for off premises consumption.

William Brunk
MIDX7/21

NOTICE IS HEREBY GIVEN that License No. 6A2803 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 182 Broadway, Hicksville, Nassau County, N.Y. for off premises consumption.

Joseph J. Looney
MIDX7/21

LEGAL NOTICE

NOTICE TO BIDDERS - HICKSVILLE WATER DISTRICT Notice is hereby given that SEALED PROPOSALS for the installation of Water Mains & Appurtenances at Bethpage Road Apartments, will be received by the BOARD OF COMMISSIONERS OF THE HICKSVILLE WATER DISTRICT, at the office of the Board, 4 Dean Street, Hicksville, New York until 8:00 P.M., Prevaling Time, on Tuesday, July 26, 1966, at which time and place they will be publicly opened and read.

Instructions for Bidders, Proposal, Plans, Specifications, and Contract Forms may be obtained at the office of the Consulting Engineers, Holzmacher, McLendon & Murrell, 500 Broad Hollow Road, Melville, New York 11746. A deposit of \$10.00 is required for each set of documents furnished, which will be refunded if the set is returned in good condition within thirty (30) days after the bids have been opened and acted upon by the Board of Commissioners of the Hicksville Water District.

Each Proposal submitted must be accompanied by a certified check or bid bond, payable to the Hicksville Water District, in a

sum equivalent to five per cent (5%) of the total amount of the bid, and a commitment by the Bidder that, if his bid is accepted, he will enter into a contract to perform the work and will execute such further security as may be required for the faithful performance of the contract.

The Board of Commissioners of the Hicksville Water District reserves the right to reject any or all Bids, to waive any informalities therein and to accept the bid which, in its opinion, is in the best interests of the Water District.

BOARD OF COMMISSIONERS
HICKSVILLE WATER DISTRICT
William A. Ciesler, Chairman
Harry Borley, Treasurer
George A. Kunz, Secretary
MIDX7/21

LEGAL NOTICE

NOTICE IS HEREBY GIVEN that License No. 6A1760 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 86 North Broadway, Hicksville, Nassau County, N.Y. for off premises consumption.

Theodore Sokoloff
Ted's Superette
MIDX7/21

SERVING LUNCHEON, DINNER & SUPPER DAILY

FRANK'S ALIBI RESTAURANT

Catering To Weddings And Parties

50 Old Country Road, Hicksville, Long Island
Telephone WELLS 1-6872

Hicksville's newest
Restaurant & Cocktail Lounge

ALFONSO'S

• STEAKS • CHOPS • LOBSTER TAIL • ITALIAN FOODS
Take-Out Orders 382-W. John St. CATERING
931-8058 Hicksville, N.Y. For Any Occasion

SYNAGOGUE OF JEWISH SCIENCE

Rabbi Morris Lichtenstein, Founder
Tehilla Lichtenstein, Leader



Round Swamp Road
and Claremont Street
Old Bethpage, L.I.
Telephone: CHapel 9-6262

Services every Friday Evening at 8:30 PM
We invite you to worship with us. You will find that attendance at Jewish Science Services is an influence for strength and serenity for the entire week, and that each lesson will add to your knowledge of life and living.
We look forward to your presence and suggest that you bring a friend.

CESSPOOL PROBLEMS?
CALL
GE 3-7752
GORMAN PUMPING SERVICE
Complete Cesspool, Sewer,
and Drain Service Subcontracting

LOUIS "SATCHMO" ARMSTRONG stars nightly in the Guy Lombardo production "Mardi Gras" at the Jones Beach Theatre. Louis Armstrong is billed as "the greatest trumpet player in the world". He and his Orchestra have received critical acclaim for their performance in Lombardo's classic New Orleans epic.

LEGAL NOTICE

NOTICE IS HEREBY GIVEN that License No. 6EB1808 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 8 East Marie St., Hicksville, Nassau County, N.Y. for on premises consumption.

Harry Downells
Hub Diner
DBA
MIDX7/21

NOTICE IS HEREBY GIVEN that License No. 6A3919 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 390-392 West John St., Hicksville, Nassau County, N.Y. for off premises consumption.

William Brunk
MIDX7/21

NOTICE IS HEREBY GIVEN that License No. 6A2803 has been issued to the undersigned to sell liquor, wine, cider and beer at retail, under the Alcoholic Beverage Control Law at 182 Broadway, Hicksville, Nassau County, N.Y. for off premises consumption.

Joseph J. Looney
MIDX7/21

BE MODERN WITH MOEN



Enjoy new bathing luxury
with this single-dial
tub & shower valve

LOUIS P. HOLZAPPE Co., Inc.
Plumbing & Heating Contractors
10 Edward Ave., Syosset
Phone: WA 1-3641

SOLID BRASS

LONG ISLAND NATIONAL BANK

THE SIGN OF
GOOD BANKING

your neighborhood

LONG ISLAND
NATIONAL BANK

Member of F.D.I.C.

MAIN OFFICE: 60 BROADWAY • HICKSVILLE

WE 1 - 0100

10 CONVENIENT
LONG ISLAND NATIONAL BANK
OFFICES



SEAMAN & EISEMANN, INC.

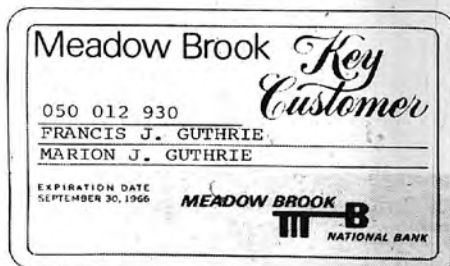
167 Broadway
Hicksville, N.Y., 11802

INSURANCE SINCE 1889

Phone
931 - 0600

RETAILERS:

NOW YOU CAN ACCEPT PERSONAL CHECKS UP TO \$50. (worry free) WHEN YOU SEE THIS CARD



Because... **MEADOW BROOK NATIONAL BANK GUARANTEES PAYMENT** on Key Customer checks (up to \$50.00) for either cash or merchandise.

This week, thousands of cards are being mailed to Meadow Brook customers throughout the area. You'll be seeing them soon.



Mr. Meadow Brook says:
"We'll guarantee
Key Customer checks
you accept if you'll just follow
these few simple rules."

1. Make sure that the Meadow Brook check is imprinted with the name of the holder of the card. Both the customer's name and account number on the check must match those on the front of the Key Customer Card.
2. Be sure the check does not exceed \$50 and is made payable to your business.
3. Be sure that the signature on the check matches the signature on the back of the Key Customer Card. The check must be signed in your presence.
4. Make sure the card has not expired. Present the check to the bank within 10 days after its date.
5. On the back of the check, write the number from the back of the card (to the left of the signature) and the expiration date of the card.

Get our complete Key Customer Store Kit.
Learn how you can profit from this plan.
Just fill out the coupon below or call
516 IV 1-9000, Ext. 315.

I'd like to know how I can profit from the Meadow Brook Key Customer Program:
Please send a complete store kit to:

Name _____

Store Name _____

Address _____

City _____

State _____ Zip Code _____

Type of retail establishment _____

MAIL TO: KEY CUSTOMER, MEADOW BROOK NATIONAL BANK, WEST HEMPSTEAD, NY 11552

MEADOW BROOK NATIONAL BANK