

# Thanksgiving 1900--When Family Was The Theme And Turkeys A Treat

**BY RITA ZEISS**

Turkeys, although still traditional for Thanksgiving dinner, are no longer the rare annual treat they were back when Mrs. Georgia Robbins of 1042 Rt. 22, Mountside, was young. Modern scientific breeding methods have made them readily available all through the year.

Back in the early 1900s having a roasted turkey for Thanksgiving was a distinct triumph. Turkeys were delicate creatures in those days, extremely susceptible to all kinds of diseases. Her turkeys, Mrs. Robbins remembers, had the most aggravating habit of hating their

**CHEESE PUMPKINS**, grown in the home fields, mine and other in the area, were prepared in the kitchen. A fine turkey dinner was prepared. The turkey was served with cranberry sauce, Mrs. Robbins remembers.

Vegetables, including green beans, carrots, and potatoes, were served with the turkey. The pumpkin pie was the main course. The turkey was served with cranberry sauce, Mrs. Robbins remembers.

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**THANKSGIVING PREPARATIONS, 1900 style:** Mrs. Georgia Robbins, who still lives in the home she grew up in at 1042 Rt. 22, Mountside, is shown around the turn of the century carrying the main course for the family's Thanksgiving meal.

# The New MOUNTAIN Echo

**New Unit Of Y.E.S. May Begin Work Early Next Year**

Letter To Chairman Officially Confirms Offer Of Desk Space

Mrs. Gutman's letter to the Board of Education... The Board of Education... Mrs. Gutman said...



**CHAMPIONS ALL:** Members of Deerfield School's soccer team which has just finished a victorious season line up for a picture on the Mountside field. Front row includes, left to right, Dean Lennox, Ian Emalle, Jim Murphy, Larry Mohr, Brian Devlin, Frank Dwyer, Mike Spain, Dave Goodling, Mitch Connor and Tom Wolkin. Second row: Doug Nelson, Richard Doeringer, Ken Karwowski.

**Team Completes Record Season On Soccer Field**

The team's record... The team's record... The team's record...

**Truckers Pay \$1,837 In Fines For Motor Vehicle Offenses**

The fines were... The fines were... The fines were...

**Lourdes Introduces Liturgical Changes**

The changes... The changes... The changes...

**Parents To Hear First Report On Team Teaching**

The progress report... The progress report... The progress report...

## Bagpipes Will Skirl - But Will Kilts Swirl?

The Highlander Girl Pipe Band of Governor Livingston Regional High School, are scheduled to make their debut at the Thanksgiving football game. Their bagpipes will skirl, their drums will roll, but whether or not their kilts will be of the Royal Stewart tartan no one is sure.

## Wester Will Quit As Chairman Of Traffic Council

Councilman Henry P. Wester of Mountside will submit his resignation as chairman of the Essex-Union-Somerset Traffic and Safety Council next week. Wester told the Echo that he has called a meeting of the executive board of the Council for next Wednesday night for the express purpose of submitting his resignation.

## ECHO PROFILE - Mrs. William Gutman

There are many rewards in volunteer work. Mrs. William Gutman of 334 Short Dr., Mountside, believes, rewards that are not always instantly apparent, but they are always there.

"A proof of her theory, she shows a letter recently received from a Westfield boy now studying at Amherst College. The student worked last summer at jobs assigned to him by the Westfield chapter of Y.E.S., a unit which was organized last May by the Greater Westfield Section of the National Jewish Women and the Mountside Teacher Council of Westfield.

The writer of the letter admitted to being one of those who sometimes scoffed at Y.E.S. and to at times "not holding up his end of the deal." Now, months later, he wrote to thank the group personally for getting summer jobs for me and for others.

Another outstanding reward, one she

## Wester Will Quit As Chairman Of Traffic Council

The meeting will open at 8 o'clock in the Municipal Building in Plainfield.

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Wester said...

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## Volunteers Elect Porter As Chief

Henry Porter of 29 Timberline Rd. was elected chief of Mountside's Volunteer Fire Department at a meeting held Thursday of last week.



MRS. WILLIAM GUTMAN





# Religious News

**Our Lady Of Lourdes**  
301 Central Ave. Mountainside  
Rev. Gerard J. McGarry, pastor  
Rev. Francis J. McDermott and  
Rev. Francis X. Cardon,  
assistant pastors



REV. GEORGE R. CORBY

**Priest To Speak,  
Conduct Novena  
Starting Monday**

**St. James**  
45 S. Springfield Ave.  
Springfield  
Rev. Edward A. Corby, pastor  
Rev. Edward Doherty and  
Rev. Richard Nardone,  
assistant pastors

**Redeemer Lutheran**  
111 Coppenhagen Pl. Westfield  
Rev. Walter A. Reimann, pastor  
Rev. Clifford E. Frank, vicar

**Clinton Hill Baptist**  
211 Morris Ave., Union  
Rev. John D. E. Decker, pastor

**Redeemer Slates  
Special Service**

**Liberal Arts Major  
Pledged To Sorority**

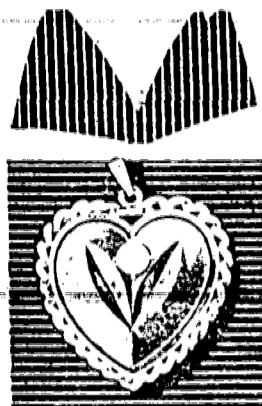
**Reformed Church  
Chapel**

212 Shunpike rd.  
Above Baltusrol Way  
Rev. George T. Robertson,  
Rev. William T. Iverson  
Services every Sunday at 10  
A.M.

**Early Service Set  
For Thanksgiving**

The early service for Thanksgiving will be held at 7:30 A.M. on the eve of First Friday. The activities of the day will be held on the eve of First Friday.

**Add new CHARMS  
to HER Collection**



Expert Repair Services  
Quality at Low-Low Prices

**Wesley Jewelers**

173 Mountain Ave. Springfield  
DR 6-6047

**First Church  
Of Christ Scientist**  
711 Springfield Ave.  
Summit

**Saint Stephen's  
Episcopal Church**  
Main St. opposite Taylor rd.  
Mt. Lebanon, N. J.  
Rev. James F. Lindley, Rector

**First Presbyterian  
Church**  
111 Morris Ave., Union  
Springfield, N. J.  
Ministry by Rev. W. Frank  
Donald C. Weber

**Holy Cross  
Lutheran Church**  
111 Morris Ave., Union  
Springfield, N. J.  
Rev. W. Frank Donald C. Weber

**Springfield Emanuel  
Methodist**  
Main St. and A. Kelly Green  
Springfield, N. J.  
Rev. John A. Dewart,  
pastor

**Community  
Presbyterian**  
Rev. Elmer A. Talbot Jr.  
Meeting House Lane  
Mountainside

**Temple Sharey Shalom**  
Springfield Ave. and  
Shunpike rd.  
Springfield

**Rabbi Israel S. Dresner**  
Cantor: Mark J. Biddelman  
Prayer: 8:45 p.m. Law

**St. John's Lutheran**  
547 Springfield Ave.  
Summit  
Rev. Richard L. Peterman

**Temple Beth Ahm**  
An Affiliate Of The United  
Synagogue Of America  
Rabbi Reuben R. Levine  
Cantor Israel Weisman  
60 Baltusrol way

**FRIDAY DEADLINE**  
All items other than spot news sub-  
mitted to this newspaper should be in  
our office by Friday to insure publi-  
cation in the next issue.

**INTERWOVEN**

The Greatest Name in socks.  
Over-the-Calf Length Socks  
Wool & Ban-Lon?  
Complete Selection  
© Collins, © Hanes  
© Woolmark, © Heavy Weight

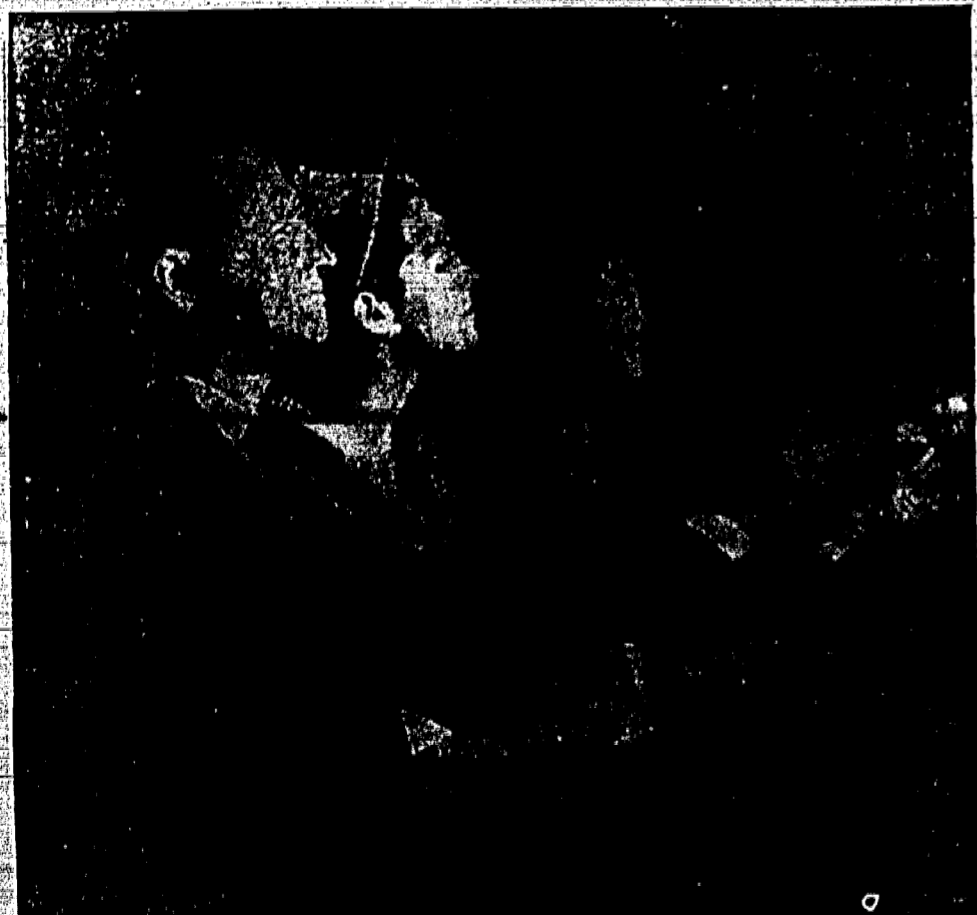
**BRETTLER'S  
DEPT. STORE**

For Your Convenience  
Use Our Layaway Plan  
242 Morris Ave. DR 6-4106  
Springfield, N. J.

**Yule Party Planned**

The annual Christmas party of the Rotary Altar Society of St. James Church, Springfield, will be held in the school auditorium, Monday, after Novena services. The Christmas party will be the order of the day.

**NEWS**  
about your new home!  
**Anne Sylvester's  
REALTY CORNER**  
619 MORRIS AVE. SPRINGFIELD, N. J.  
FOR ALL YOUR REAL ESTATE NEEDS  
Call 376-2300



...and let us also give thanks  
for the human dignity which we enjoy as free individuals...for  
the preservation of the peace...for the prosperity of our great Nation...  
for its thrifty and self-reliant citizens...for our homes and the  
family happiness they bring...for the challenge of the  
unlimited opportunities which lie ahead.

Where Your Dollar Works Harder... Grows Bigger

# Crestmont Savings

AND LOAN ASSOCIATION

**SPRINGFIELD**  
175 Morris Ave.  
DR 6-5490

**MOUNTAINSIDE**  
Echo Plaza Shopping Center  
DR 9-6121

1040 Chancellor Ave., Maplewood (In Tr. Unit) PO 1-4300  
Main Office: 1886 Springfield Ave., Maplewood, SO 3-4700

**Send Your Own  
-ALBUM Christmas Card  
this YEAR!**

selected by YOU  
personalized for YOU  
with greeting from YOU

COME IN AND SEE OUR LARGE  
SELECTION OF DISTINCTIVE  
CHRISTMAS ALBUMS

**CALL US FOR OUR  
SHOP AT HOME SERVICE  
DR 9-2244**

A complete selection to choose from

**ROLAND DRUGS** 977 MOUNTAIN AVE. SPRINGFIELD DR 9-2244

there is **ONLY ONE** \$1.57

Wagon International, with over 5,000 hostesses, has more than thirty years experience in fostering good will in business and community life. For more information about...

**Welcome Wagon International**

PHONE: To Springfield - Mrs. Ruth Woodard - 333-5514  
In Mountainside - Mrs. Sara McAffery - AD 7-5918  
250 Mountain Avenue Springfield, N. J.

WELCOME NEWCOMERS!  
Use this coupon to let us know you're here

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

Please have the Welcome Wagon Hostess call on me. I would like to subscribe to this newspaper. I already subscribe to this newspaper.

Fill out coupon and mail to Circulation Dept.

**Thanksgiving Wish...**

From our forefathers comes the tradition of Thanksgiving though their world was full of trying problem, they met every difficulty with hope, faith and courage. To them we owe our precious freedoms, our richly fulfilling way of life in a land of plenty. May we be ever grateful, ever alert to protect our priceless heritage.

**WEEKEND MEAT BUYS!**

Bottom Round Roast 95c lb.  
Baby Steer Liver 49c lb.  
Bacon 59c lb. Choice Eye Round, Top Sirloin or Rump Roast \$1.09 lb.

THOUGHT FOR THE WEEK  
If you are in a good frame of mind, it will improve your picture of health.

Farm Fresh Produce  
Fresh String Beans 10c lb. Fancy McIntosh Apples 10c lb.

**RAM** QUALITY MEATS AND PRODUCE  
763 Mountain Avenue Springfield DR 6-5505

**FREE DELIVERY** of course!

### Springfield ORT Group Slates Daytime Meeting

An afternoon meeting will be held by the Springfield ORT Group on Friday, Dec. 4, at 2:30 p.m. at the Belmont Ave. Hotel. The meeting will be held in the ballroom and will feature a luncheon and a program. The luncheon will be served at 2:30 p.m. and will consist of a turkey, ham, and vegetables. The program will be held at 3:00 p.m. and will feature a presentation by Mrs. Elizabeth W. ...

**HOLIDAY DINNER, SALE ARE SLATED FOR COMMUNITY**

### WIN BLUE RIBBONS AT FLOWER SHOW

A flower show will be held at the ... on Saturday, Dec. 5, from 10 a.m. to 4 p.m. at the ... The show will feature a wide variety of flowers and plants. Prizes will be awarded in several classes. The show is free and open to the public.



MRS. SANFORD KLEIMAN

### Miss Donna Elaine Zacher Bride Of Sanford Kleiman

The wedding of Miss Donna Elaine Zacher and Sanford Kleiman was held at the ... on Saturday, Dec. 5, at 10:30 a.m. The ceremony was officiated by the Rev. ... The bride wore a white gown and a crown. The groom wore a tuxedo. The wedding party included ...

### GAUDINEER GROUP SLATES BUS RIDE TO YONKERS SPOT

The Gaudineer Group will sponsor a bus ride to the ... in Yonkers, N.Y., on ... The bus will depart at ... and return at ... The cost of the ride is ...

### Thanksgiving Decorations Set Theme For Luncheon Meeting Of Woman's Club

The Woman's Club will hold a luncheon meeting on ... at the ... The theme of the meeting is Thanksgiving decorations. The luncheon will be served at 12:30 p.m. and will feature a turkey, ham, and vegetables. The program will be held at 1:30 p.m. and will feature a presentation by ...

### HADASSAH GROUP SLATED TO HEAR GUEST SPEAKER

The Hadassah Group will hold a meeting on ... at the ... The meeting will feature a presentation by ... The cost of the meeting is ...



VIRGINIA ANNE WATERS  
DAYTON GRAD,  
US ARMY OFFICER  
TO WED IN JUNE

### Program On Decorating Slated By Foothill Club

The Foothill Club will hold a program on decorating on ... at the ... The program will feature a presentation by ... The cost of the program is ...

### Holiday Social Dance Set For Young Adults

A holiday social dance will be held on ... at the ... The dance will be held from 8 p.m. to 11 p.m. The cost of the dance is ...

## THE FLOOR SHOP

EST. 1934

"QUALITY AT A COMPETITIVE PRICE... TRY US"

**ARMSTRONG**  
**VINYL INLAID REMNANTS**  
**\$1.50** Sq. Yd.  
Reg. \$3.29 sq. yd. • Room Size Remnants

540 North Ave., Union  
(Near Morris Ave.)  
Open Mon., Wed., Thurs. to 9  
EL-2-7400  
Park in our lot adjacent to building

- Carpets
- Linoleum
- Tile

Channel Executive Describes Ways To Cut Household Drafts

Home drafts and for cutting down on energy bills, according to Al ... The executive described several ways to cut household drafts, including ...

**LOADS AND LOADS OF TOYS**

— AT —  
**1/2 PRICE!**

**BUY NOW FOR CHRISTMAS!**

**GIMBEL'S**  
UNION CENTER  
OUTLET

981 Stuyvesant Ave.  
Union Center

**Open 3 Days Only**  
**Thurs. - Fri. - Sat.**  
9:30-6 9:30-9 9:30-5  
686-9820

**NOW! A SAVINGS ACCOUNT  
EARNS MORE INTEREST**

# 4%

**STARTING DECEMBER 1st**

Now savings on deposit for five consecutive calendar quarters, commencing December 1, 1964, will earn 4% interest. Interest will be credited at the rate of 3 1/2% for all other quarters.

**DEPOSITS RECEIVED ON OR BEFORE  
DECEMBER 10  
WILL EARN INTEREST AS OF  
DECEMBER 1**

MAIL THE COUPON BELOW

**The First State Bank of Union**  
1930 Morris Avenue  
Union, New Jersey 07083

Gentlemen:

I am interested in opening a First State Bank of Union Savings Account. Please send application.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

MAIN OFFICE: Morris Avenue at Burke Parkway

TOWNLEY BRANCH: Morris Avenue at Potter Avenue

HIGHWAY BRANCH: Route 22 at Monroe Street

Phone MURdock 6-4800

Member Federal Deposit Insurance Corporation

USE  
**CHRISTMAS STAMPS**

USE  
**CHRISTMAS SEALS**

FIGHT TUBERCULOSIS  
and Other Respiratory Diseases

# DAIRYLAND

## ICE CREAM WONDERLAND

FOR A DELECTABLE

# Thanksgiving Treat

# EGG NOG ICE CREAM

## \$1.40 HALF GALLON

And to add a truly festive note to your Holiday Dining

## PIE A LA MODE!!

Dairyland has delicious, large 10" diameter pies, including

## Pumpkin - Apple - Cherry - Blueberry

For Oven-Hot Pies Call in ADVANCE

Dairyland Has A COMPLETE  
Take-Out Dairy Department

# DAIRYLAND

Ice Cream Wonderland • 32 Delicious Flavors

1509 MORRIS AVE. UNION • 687-7133

59 MAIN ST. MILLBURN • 376-1165

# Everything's priced right for



**STOKELY FRUIT COCKTAIL**  
1-lb. cans \$1

- 70% Protein Ic Sale  
Ronzoni No. 2, No. 17, No. 8, No. 9, No. 35 or No. 22 Macaroni or
- Spaghetti 1 lb. box 17¢
  - Tomato Juice 1 pint, 2 oz. cans 6 89¢
  - Giant Brillo 18 ct. boxes 3 31¢
  - Bartlett Pears 4 1 lb. cans \$1
  - Grapefruit 4 1 lb. cans 89¢
  - Chunk Tuna 3 3 1/2 oz. cans 93¢
  - Hershey Syrup 1 lb. can 19¢
  - Pie Filling 4 1 1/2 lb. 6-oz. cans \$1
  - Wesson-Oil 4c. Off Pillsbury 1 gallon \$1.59
  - Pie Crust Mix 2 9 1/2-oz. pkgs. 29¢
  - Pie Crust Mix 2 10-oz. pkgs. 33¢
  - Morsels 12 oz. pkg. 39¢
  - Salt 2 10 oz. boxes 19¢
  - Medaglia D'Oro 12-oz. can 81¢
  - Cocoa Mix 8-oz. can 39¢
  - Celias Cherries 8-oz. pkg. 39¢
  - Sweet Gherkins 3 8-oz. jars \$1
  - Kidney Beans 2 1 lb. cans 29¢
  - Toilet Tissue 2 roll pkgs. 22¢
  - Handi-Wrap 2 100-ll. rolls 47¢
  - Pumpkin 2 1-lb. cans 27¢
  - Gentle Fels 1-pint, 6-oz. bot. 49¢
  - Floor Cleaner 1 quart bot. 95¢
  - Martel Sardines 4 1 lb. cans 89¢
  - Instant Coffee 9-oz. jar \$1.49
  - Eveready Cocoa 1 1/2-lb. can 75¢

**PRIDE OF THE FARM TOMATOES**  
1-LB. CANS 8 for \$1

**SHOP-RITE GARDEN SWEET PEAS**  
8 1-lb. cans \$1

- Paint 1 gallon \$2.99
- Marshmallow 5 1 lb. 51¢
- Flour 5 5 lb. 43¢
- Coffee Cake 3 3 1/2 31¢
- Loaf Cake 5 5 1/2 51¢
- Loaf Mixes 2 3 35¢

**PRIDE OF THE FARM - CUT GREEN BEANS**  
8 1-lb. cans \$1

- Crisco Oil 4 1 lb. 43¢
- Spry 2 lb. 10 oz. can 69¢
- Syrup 1 1/2 gal. 63¢
- Sugar 5 5 lb. 52¢
- Sugar 2 2 1/2 lb. 33¢
- Candy Bars 3 3 1/2 31¢
- Candies 2 2 1/2 89¢

**ASSORTED VARIETIES KNORR SOUPS**  
3 3-pkg. of 2 \$1

- Thin Mints 1 lb. pkg. 39¢
- Mixed Nuts 1 1/2 lb. can 59¢
- Peanuts 3 3 1/2 oz. cans \$1
- Coffee 2 2 1/2 lb. cans \$1.49
- Coffee 2 2 1/2 lb. cans \$1.43

**COLUMBIAN COFFEE**  
1 lb. can 77¢

**SALERNO CHOC. COVERED GRAHAMS**  
3 1-lb. pkgs. \$1

- Coffee 10-oz. jar \$1.69
- Tea Bags 100 100 \$1.09
- Croulettes 7-oz. bot. 33¢
- Tea Bags 100 100 89¢
- Cherries 15-oz. jar 45¢
- Tuna 3 3 1/2 cans \$1
- Tuna 3 3 1/2 cans 89¢

**COFFEE SALE!** lb. can 79¢

- WISK LIQUID 1/2 gallon 99¢
- APPLESAUCE 4 1-pound 9-oz. jars \$1
- APPLESAUCE 4 1-quart. 3-oz. jars \$1
- CAKE MIXES 3 3 reg. pkgs \$1
- FLOUR 5 5-lb. bag 59¢

**MAZOLA OIL** gallon can \$1.89

- BABY FOODS 6 6 reg. jars 69¢
- BABY FOODS 10 10 reg. jars 79¢
- KRAFT DINNERS 14-oz. pkg 39¢
- BEEF HASH 4 4 15-oz. cans \$1
- TOMATO SAUCE 6 6 15-oz. cans \$1

**OCEAN SPRAY CRANBERRY SAUCE** 15-oz. cans 5 \$1

- SLICED BEETS 2 2 1-lb. jars 37¢
- WAX BEANS 5 5 1-lb. cans \$1
- DOG FOOD 10 10 15 1/2-oz. cans \$1
- SANDWICH BAGS 5 5 50 ct. pkgs. \$1
- TOMATO PASTE 10 10 6-oz. cans \$1

**PINEAPPLE-GRAPEFRUIT SHOP-RITE DRINK** 1-quart, 14-oz. cans 4 \$1

- GRAPELADDE 1-pound, 4-oz. jar 39¢
- GRAPE JELLY 5 5 12-oz. jars \$1
- BEEF GRAVY 2 2 10 1/2-oz. cans 36¢
- GRAVY 8 8 10 1/2-oz. cans \$1
- DOG FOOD 6 6 1-lb. cans 87¢
- NAPKINS 4 4 250 ct. pkgs. \$1
- REYNOLDS WRAP 4 4 25-ft. rolls \$1

**DEL MONTE TUNA** 1/2-size cans 4 \$1

**SHOP-RITE SWT. POTATOES**  
4 1-lb., 2-oz. cans 77¢

- Sauerkraut 8 8 1/2 31¢
- Applesauce 39¢
- Applesauce 8 8 1/2 31¢
- Applesauce 5 5 1/2 31¢
- Apricots 3 3 1/2 89¢
- Cranberry Sauce 6 6 1/2 31¢
- Fruit Cocktail 95¢
- Peaches 2 2 1/2 49¢

**SHOP-RITE WHOLE or SLICED POTATOES**  
10 1-lb. cans \$1

- Peaches 5 5 1-lb. cans \$1
- Pears 1 1-lb. 13 oz. can 39¢
- Tropi Kai 3 3 13-oz. cans \$1
- Plums 4 4 1-lb. 13 oz. cans \$1
- Fresh Dates 35¢
- Figs 12-oz. pkg. 39¢

**CLUB - GINGER ALE - UP-RITE SHOP-RITE SODA**  
8 1-pint, 12-oz. bottles \$1

- String Figs 1 lb. pkg. 27¢
- Mixed Nuts 2-lb. bag 89¢
- Walnuts 1 lb. bag 45¢
- Anti-Freeze 1 qt. \$1.39
- Bleach 1 gallon 43¢
- Detergent 1 quart, 1-pint cont. 67¢

**MY FAVORITE MEAT, LIVER or CHICKEN DOG FOOD**  
14 1-lb. cans \$1

- Ad 1 giant size 59¢
- Detergent 1 giant box 49¢
- Salvo 1 giant size 75¢
- S.O.S Pads 4 4 1/2 89¢
- Apple Juice 4 4 1/2 31¢
- Apple Juice 1/2-gallon 39¢
- Cider 1 gallon 39¢
- Cider 1 gallon 61¢

**HI-C DRINKS**  
3 1-quart, 14-oz. cans 97¢

**COUPON SAVINGS**  
THIS COUPON WORTH 25¢ towards the purchase of ANY 10 STRAINED OR ANY 6 JUNIOR SHOP-RITE BABY FOODS  
ANY SHOP-RITE SUPER MARKET WHERE ITEM IS AVAILABLE  
COUPON LIMIT - ONE PER FAMILY  
Coupon expires Saturday, November 28th, 1964  
Coupon good only on participating items

# the Holiday at Shop-Rite!!

## TURKEYS

**TOMS** UP TO 22-LBS.

**HENS** OVER 10-LBS.

**SHOP-RITE GOV'T GRADE "A" OVEN-READY**



# 31¢ 35¢



Why Pay More?

**SHOP-RITE SOUR CREAM**  
RICH  
29¢

- Cream Cheese 25¢
- Cheddar Cheese 69¢
- Herring 47¢
- Shrimp Cocktail 3 for \$1
- Cookies 3 for \$1
- Biscuits 3 for \$1
- Fruit Salad 59¢
- Orange Juice 69¢
- Orange Juice 35¢
- Lucky Whip 49¢

- Ducks Grade "A" 39¢
- Chickens 49¢
- Rib Roast 59¢
- Rib Roast 79¢
- Newport Roast 99¢
- Ground Beef 39¢
- Smoked Butts 59¢
- Ground Chuck 59¢

**SHOP-RITE BONELESS TURKEY ROAST**  
79¢

**RIB ROAST**  
REGULAR STYLE 49¢

- HORMEL CANNED HAM** 4 for \$2.89
- Bologna 49¢
  - Lean Bacon 55¢
  - Sliced Bacon 59¢
  - Cold Cuts 3 for 89¢
  - Frankfurters 49¢
  - Bacon 49¢

**FRESH FRUITS and VEGETABLES FOR THE HOLIDAYS!**

- PASCAL CELERY 19¢
- BROCCOLI 29¢
- CUCUMBERS 3 for 19¢
- TANGERINES 10 for 39¢
- RED DELICIOUS APPLES 2 lbs. 29¢
- SEEDLESS GRAPEFRUIT 5 for 39¢
- FRESH CRANBERRIES 1-lb. box 23¢

**LAND O' LAKES SWEET BUTTER**  
GRADE AA - 93 SCORE  
QUARTERS 8-oz. pkg. 41¢

**SHOP-RITE PUMPKIN PIE**  
large 8" pie 49¢

- KITCHEN COOKED BAKED VIRGINIA HAM**  
EXTRA SAVINGS!  
SLICED TO ORDER 1/2-lb. 69¢
- Baked Va. Ham \$1.29
  - Bologna 69¢
  - Kielbasi 69¢
  - Pepperoni 99¢
  - Pastrami 69¢
  - Swiss Cheese 79¢

**SHOP-RITE Chopped or Leaf SPINACH**  
10 10-oz. pkgs. 99¢

**SHOP-RITE PEAS AND CARROTS, CUT CORN, PEAS OR GREEN BEANS**  
7 10-oz. pkgs. 99¢

- Orange Juice 4 for 99¢
- Orange Juice 2 for 99¢
- Pumpkin Pies 3 for 89¢
- Shrimp Cocktail 3 for 79¢

**BIRDS EYE VACUUM SEALED VEGETABLES**  
4 reg. pkgs. 99¢

**Potatoes** 10 for 95¢  
**Waffles** 10 for 95¢

- Fruit Stollen 39¢
- Hydrox 39¢
- Burry's Cookies 3 for \$1
- Potato Chips 39¢
- Pretzel Rods 25¢
- Corn Q's 25¢
- Korn Balls 29¢

**WILKINSON SWORD STAINLESS STEEL RAZOR BLADES**  
REG. 79¢ pkg. of 5 49¢  
Q-Tips 170 pack 59¢

**UNION CENTER**  
963 Snyvesant Ave.  
Union

**ROUTE 22, UNION**  
Rt. 22 & Springfield Rd.  
OPEN SUNDAY  
8:30 a.m. - 6 p.m.

**LYONS SHOP-RITE**  
327 Lyons Ave., Newark  
OPEN SUNDAY  
8 a.m. - 6 p.m.

**RAHWAY SHOP-RITE**  
1064 St. Georges Ave.  
OPEN SUNDAY  
9 a.m. - 6 p.m.

**LINDEN SHOP-RITE**  
22 St. Georges & Wood Aves.  
OPEN SUNDAY  
8:30 a.m. - 6 p.m.

**CRANFORD SHOP-RITE**  
South Ave. & Union St.  
Cranford, N. J.

**WATCHUNG SHOP-RITE**  
Rt. 22, Watchung, N. J.  
OPEN SUNDAY  
9 a.m. - 6 p.m.

**Roselle Park Shop-Rite**  
7-11 E. Westfield Ave.  
Roselle Park, N. J.  
OPEN SUNDAY  
9 a.m. - 6 p.m.

**CLARK SHOP-RITE**  
49 Central Ave.  
Clark, N. J.  
Open Sunday  
12 noon - 4 p.m.

**COUPON SAVING**  
THIS COUPON WORTH 20¢  
ANY CANNED or INSTANT COFFEE  
toward the purchase of  
ANY SHOP-RITE SUPER MARKET WHERE ITEM IS AVAILABLE  
COUPON LIMIT - ONE PER FAMILY  
Coupon expires Saturday, November 28th, 1964  
Coupon presented only on purchase of item listed (U.S.)

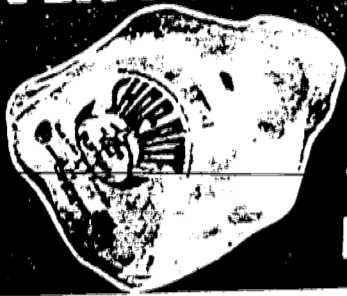
Prices effective through Saturday Night, November 28th, 1964. Not responsible for typographical errors. We reserve the right to limit quantities.

There's A Shop-Rite Near You - Call ESsex 5-7300

# the Holiday at Shop-Rite !!

## TURKEYS

SHOP-RITE  
GOV'T GRADE "A"  
OVEN-READY



TOMS UP TO 22-LBS. HENS OVER 10-LBS.

# 31¢ 35¢

lb. lb.

Government Graded Ducks Grade "A" 39¢  
Lipman Frozen Roasting Gov't Grade "A" Chickens 4 lb 5 lb 7 lb 49¢  
Oven Ready Rib Roast 59¢  
First Cut Rib Roast 79¢  
A Real Holiday Treat Newport Roast 99¢  
Fresh Ground Beef 39¢  
Plymouth Rock or Merkel Smoked Butts 59¢  
Save On Ground Chuck 59¢



Why Pay More?

SHOP-RITE  
SOUR CREAM  
MCH  
29¢

Cream Cheese 25¢  
Wisconsin Aged Sharp Pasteurized Process 1 lb. pkg.  
Cheddar Cheese 69¢  
Vita Creamed Herring 8 oz jar 47¢  
Tastes 5 oz jars  
Shrimp Cocktail 3 for \$1  
Betty Crocker Sugar 18 oz Chocolate Chip, Raisin & Oatmeal 16 oz Fudge Brownies 20 oz pkgs.  
Cookies 3 for \$1  
Shop-Rite Sweetmilk or Buttermilk  
Biscuits 3 for 19¢  
Pure Maid Fresh Chilled Fruit Salad quart jar 59¢  
Night Chilled  
Orange Juice 1 gal. bot. 69¢  
Shop-Rite Fresh 100% Pure Chilled  
Orange Juice quart cont. 35¢  
Dessert Topping 9 oz. can  
Lucky Whip 49¢

SHOP-RITE BONELESS  
TURKEY ROAST  
79¢  
lb.

Shop-Rite Delicious, Top Quality Oven Roasts...  
RIB ROAST  
REGULAR STYLE  
49¢  
lb.

Deli Dept.  
HORMEL  
CANNED HAM  
4 \$2.89  
lb. can  
Shop-Rite Chunk Liverwurst or Bologna 49¢  
Shop-Rite Quality Sliced Lean Bacon 55¢  
Marmalade Sliced Bacon 59¢  
Shop-Rite Vacuum Pack - Old Fashioned Loaf, Plain Loaf, Head Cheese, Luncheon Loaf, Pepper Loaf, Cooled Sliced, PINEAPPLE, PEPPERONI, Bologna, Olive Loaf  
Cold Cuts 3 8-oz. pkgs. 89¢  
Shop-Rite All Meat or All Beef Frankfurters 49¢  
Goetz Canadian Style Bacon 49¢

Appetizer Dept. WHERE AVAILABLE  
KITCHEN COOKED BAKED VIRGINIA HAM  
EXTRA SAVINGS!  
SLICED TO ORDER 1/2-lb. 69¢

Kitchen Cooked Extra Savings Half or Whole 1-lb.  
Baked Va. Ham \$1.29  
Schickhaus Sliced Bologna 69¢  
Schickhaus Kielbasi 69¢  
Swifts Premium Italian Dry Sausage 99¢  
Extra Lean Deli, Whole, Half or Chunk Sliced Free  
Pastrami 69¢  
Kraft Casino, Sliced to Order Pasteurized Process  
Swiss Cheese 79¢

FRESH FRUITS and VEGETABLES FOR THE HOLIDAYS!  
CALIFORNIA PASCAL CELERY stalk 19¢  
ANDY BOY BROCCOLI large stalk 29¢  
FIRM GREEN CUCUMBERS 3 for 19¢  
JUICY, ZIPPER SKINNED TANGERINES 10 for 39¢  
RED DELICIOUS APPLES WESTERN FANCY 2 lbs. 29¢  
SEEDLESS GRAPEFRUIT INDIAN RIVER 5 for 39¢  
FRESH CRANBERRIES 1-lb. box 23¢

Frozen Food Dept.  
SHOP-RITE Chopped or Leaf SPINACH 10 10-oz. pkgs. 99¢  
SHOP-RITE SLICED CARROTS SHOP-RITE OR FAIRLANE GREENS MUSTARD • COLLARD • TURNIP  
SHOP-RITE PEAS AND CARROTS, CUT CORN, PEAS OR GREEN BEANS FRENCH CUT OF REG. YOUR CHOICE 7 10-oz. pkgs. 99¢

Show Crop 4-oz. cans  
Orange Juice 4 for 99¢  
Snow Crop large 12-oz. cans  
Orange Juice 2 for 99¢  
Shop-Rite Fruit Pies or Shop-Rite or Morton Mince or  
Pumpkin Pies 3 for 89¢  
Shop-Rite 4-oz. jars  
Shrimp Cocktail 3 for 79¢

BIRDS EYE VACUUM SEALED VEGETABLES  
FRENCH BEANS, SLICED CARROTS, PEAS, CORN, SPINACH, MIXED VEGETABLES OR CUT BEANS  
4 reg. pkgs. 99¢

Potatoes 10 95¢  
Shop-Rite Waffles 10 pkgs. of 5 95¢

LAND O' LAKES SWEET BUTTER  
GRADE AA - 93 SCORE  
QUARTERS 8-oz. pkg. 41¢

Bakery Dept.  
SHOP-RITE PUMPKIN PIE  
READY TO EAT - JUST SLICE AND SERVE  
large 8" pie 49¢

Why Pay More?  
Fruit Stollen 14-oz. 39¢  
Sunshine cello package  
Hydrox 16-oz. 39¢  
Euphrates 8-oz. pkg. Penjilins 10-oz. pkg.  
Your Choice  
Burry's Cookies 3 pkgs. \$1  
Shop-Rite Potato Chips 12-oz. 39¢  
Shop-Rite Pretzel Rods 12-oz. 25¢  
Shop-Rite Cheese Corn Q's 8-oz. 25¢  
Why Pay More?  
Korn Balls 6-oz. 29¢

Health & Beauty Aids  
WILKINSON SWORD STAINLESS STEEL RAZOR BLADES  
REG. 79¢ pkg. of 5 49¢  
Regular 98¢  
Q-Tips 170 pack 59¢

COUPON SAVINGS  
toward the purchase of  
THIS COUPON WORTH 20¢  
ANY CANNED or INSTANT COFFEE  
Coupon good on ANY SHOP-RITE SUPER-MARKET WHERE ITEM IS AVAILABLE  
COUPON VALID ONLY FOR FAMILY COUPON EXPIRES SATURDAY, NOVEMBER 28th, 1964  
Coupons redeemed only on purchase of item listed (U.S.)

UNION CENTER 963 Stuyvesant Ave. Union  
ROUTE 22, UNION Rt. 22 & Springfield Rd. Next to Atlantic Thrift Center. OPEN SUNDAY 8:30 a.m. - 6 p.m.  
LYONS SHOP-RITE 327 Lyons Ave. Newark. OPEN SUNDAY 8 a.m. - 6 p.m.  
RAHWAY SHOP-RITE 1064 St. Georges Ave. OPEN SUNDAY 9 a.m. - 6 p.m.  
LINDEN SHOP-RITE 22 St. Georges & Wood Aves. OPEN SUNDAY 8:30 a.m. - 6 p.m.  
CRANFORD SHOP-RITE South Ave. & Union St. Cranford, N. J.  
WATCHUNG SHOP-RITE Rt. 22, Watchung, N. J. OPEN SUNDAY 9 a.m. - 6 p.m.  
Roselle Park Shop-Rite 7-11 E. Westfield Ave. Roselle Park, N. J. Open Sunday 9-6 p.m.  
SCOTCH PLAINS 377 Park Ave. Scotch Plains  
CLARK SHOP-RITE 49 Central Ave. Clark, N. J. Open Sunday 12 noon - 6 p.m.

Prices effective through Saturday Night, November 28th, 1964. Not responsible for typographical errors. We reserve the right to limit quantities.

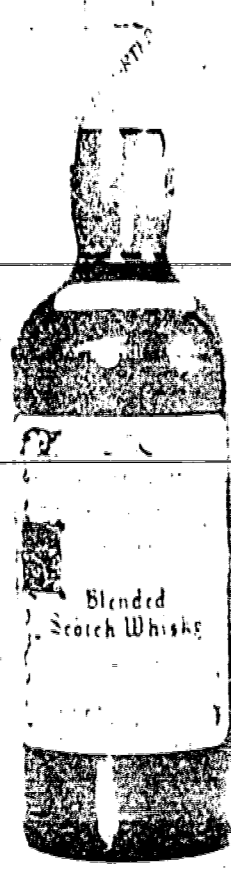
There's A Shop-Rite Near You—Call ESsex 5-7300



ALL SHOP-RITE SUPERMARKETS JOIN IN THE

# GRAND RE-OPENING

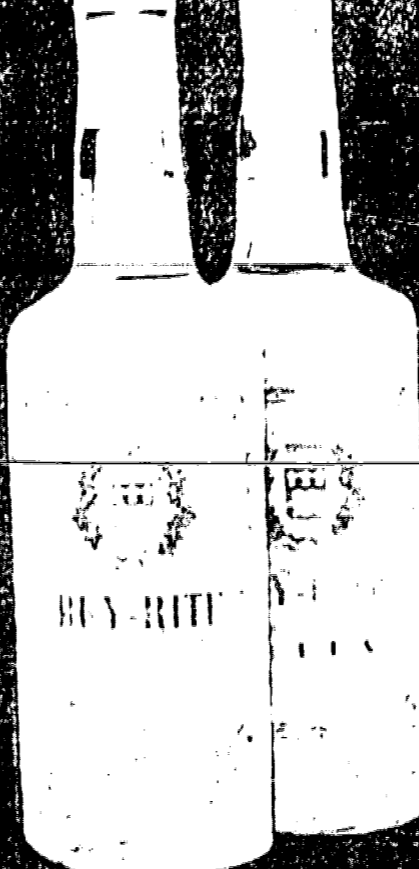
OF THE NEW & EXPANDED BAPHAM LIQUORS OF RT. 22, UNION  
ALL BUY-RITE, BLEND-RITE & SHOP-RITE WINES ARE EXCLUSIVES OF BAPHAM LIQUORS!




BUY-RITE IMPORTED  
**SCOTCH**  
 SPECIAL RESERVE  
 fifth **3.59**  
mellow and light, 80 proof.



STRAIGHT KENTUCKY BOURBON  
 SHOP-RITE  
**BOURBON**  
One of the finest Bourbons from Kentucky  
 fifth **3.69**  
4.49 8.79



BUY-RITE  
**GIN or VODKA**  
 fifth **2.56**  
Perfect for screwdrivers, orange blossoms. Sure to please the most discriminating connoisseur.



SHOP-RITE  
 SUPERIOR QUALITY  
**KOSHER WINES**  
 full quart **93**  
• CHERRY • BLACKBERRY  
 • MALAGA • CONCORD GRAPE  
 1.69 3.15

THESE ARE OUR EVERYDAY PRICES - ALCOHOLIC BEVERAGES ARE NOT SALE PRICED!

Grand re-opening of Bapham's all new Shop-Rite Liquor Department! Bigger and better than ever! Large selections of top quality famous brand and Shop-Rite liquors!

Everything for your entertaining needs... now at one-stop shopping convenience! Glassware, mixers, plus fine quality whiskeys, cordials, wines and beer.



SHOP-RITE  
 NEW YORK STATE  
**CHAMPAGNE**  
 OR  
 SPARKLING  
**BURGUNDY**

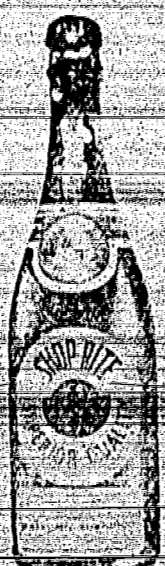
**1.99**  
 FIFTH

YOUR CHOICE

OUTSTANDING QUALITY...

for that special occasion!

CASE OF 12  
**22.69**



NOW! BAPHAM LIQUORS CARRIES THE LARGEST SELECTION OF BEERS IN THE WORLD!

Famous name brands, imported and domestic! Beer, the international thirst quencher... yours for the picking! Come in soon and pick your favorite Bapham Liquors!

BLEND-RITE  
**COCKTAILS**

fifth **1.99**

Prepared ready to serve

delicious and so smooth too!

BLEND-RITE  
 BLACKBERRY  
 FLAVORED

**BRANDY**  
**3.49**

fifth

70 p

fect before dinner aperitif.



SHOP-RITE  
**FRUIT WINES**

IMPORTED FROM DENMARK

24-oz. **1.39**

• CHERRY • RASPBERRY  
 • BLACKBERRY • STRAWBERRY

case of 12 **15.02**



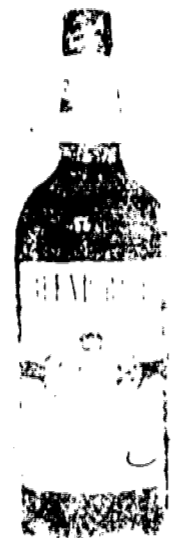
**SHOP-RITE  
CALIFORNIA  
SWEET OR DRY  
VERMOUTH**



FULL QUART  
**99c**

HALF GALLON  
**1.85**  
GALLON  
**3.49**

CASE OF 12 11.29



**WHISKEY**

FULL AG PRODUCE

**3.39**

3.99 7.95

**IMPORTED  
SHOP-RITE  
GERMAN  
WINES**



24-OZ.

**99c**

Wines with a beautiful bouquet pleasing to the most noting

MOSELBLUMCHEN-LIEBFRAUMILCH



**100% PURE  
CALIFORNIA  
HARVEST  
WINES**

Port, Tawny Sherry, Angelica Cream Sherry, Dry Sherry, Muscatel

full gallon **2.89**

full quart .89 half gallon 1.59

**BURGUNDY-SAUTERNE  
-RHINE ZINFANDEL**

full gallon **1.89**

with 59c half gallon 1.15

THESE ARE OUR  
EVERYDAY PRICES!  
ALCOHOLIC  
BEVERAGES  
ARE NOT  
SALE  
PRICED!



**SHOP-RITE  
DELUXE  
SCOTCH**

BOTTLED IN SCOTLAND

**4.69** fifth

Outstanding Light Bodied Scotch



**SHOP-RITE  
CORDIALS**

BLACKBERRY, APRICOT, PEACH, CREME DE CACAO, CREME DE MENTHE (Green or White), CHERRY, CREME DE CAFE, AMSETTE AND KUMMEL

**2.59** fifth

**IMPORTED FOR  
SHOP-RITE ...  
VINTAGE 1961**

**CHIANTI**

full quart **89c**

World famous Del Gamba Chianti. Its rich robust flavor tells you about the quality.

case of 12 9.62



**SHOP-RITE  
FRENCH  
BRANDY**



Imported from France where the art of making Brandy is world known!

fifth

**3.59**

All your favorite name brands . . . for the asking! It's a connoisseur's corner . . . names like - Barton's, Bellows, Calvert, Carstairs, Fleischmann, Four Roses, Hunter, Imperial, Seagrams, Old Thompson, Wilson, Paul Masson, Taylor, and many, many more . . .

# Diplomat Resumes First Career As Educator

The highly educated and experienced diplomat, Joseph H. Morrow, has resumed his first career as an educator. Morrow, who served in the State Department for 28 years, has been named as the new director of the State University's study program in Africa. Morrow, 45, was born in New York City and graduated from the University of Pennsylvania. He served in the State Department under several Secretaries of State, including Dean Rusk and Lyndon B. Johnson. Morrow is a member of the American Foreign Service Association and the American Educational Research Association. He has been married and has two children. Morrow will be in charge of the study program in Africa, which is a part of the State University's study program in Africa. The program is designed to provide students with a comprehensive understanding of the political, economic, and social conditions in Africa. Morrow will be working closely with the faculty and staff of the State University to develop and implement the program. Morrow's appointment is a significant step in his career as an educator and a diplomat. It is expected that he will bring his extensive experience and knowledge to the program and help to make it a success.



REMINISCES OF AFRICA — Dr. Joseph H. Morrow, former U.S. ambassador to Liberia and now chairman of the Foreign Language Institute at Rutgers University, is the new director of the State University's study program in Africa.

## Research Financed By Christmas Seals



**Christmas SPECIAL!**

1—8x10 Portrait  
 Beautiful Hand Colored  
 Reg. \$29.35

2—5x7 Portraits  
 Black & White

6—Wallet Size Portraits

**\$19.95**

Christmas Delivery Guaranteed on All Portraits Taken Now!

**Roberts' Studio of Photography**

2724 MORRIS AVE. UNION  
 Phone Today: 687-6474



For Your Shopping Convenience  
**OPEN 7 DAYS A WEEK**  
**Open All Day Thanksgiving**  
**FREE DELIVERY**  
 2625 MORRIS AVE., UNION

## Come 'N Get It!

Foodtown turkeys are the envy of turkey lovers. Each excellent one will tell you that these are premium birds. They are the quality meat. They're tender, plump with juicy meat and delicious with flavor. The kind of turkey you want for Thanksgiving.



Mmm! they're Good!

## TURKEYS

Foodtown Turkey is a ready-to-cook, California, U.S. Grade A Government Inspected.

SHOP AND COMPARE YOU SAVE MORE!

18-24 lbs. **31¢**

10-17 lbs. **35¢**

**DIAMOND WALNUTS**  
 39¢

Foodtown Granulated SUGAR **549¢**

**SAVARIN COFFEE**  
 1-lb. can **69¢**

Florida, Seedless Grapefruit **4 FOR 29¢**

**FREE** With Every \$3. Purchase  
**ONE POUND OF POTATO SALAD--FREE!!**

To Introduce Our All New Delicatessen and Appetizer Department Managed By Mr. Bruce Joffe of Bergen St.

KOSHER BOLOGNA lb. <b>73¢</b>	KOSHER HOT DOGS lb. <b>73¢</b>	KOSHER ROLLED BEEF lb. <b>\$1.79</b>
KOSHER CORNED BEEF lb. <b>\$1.89</b>	BOILED HAM lb. <b>99¢</b> Save 30¢	HARD SALAMI lb. <b>99¢</b>
<b>LIVERWURST</b>		lb. <b>89¢</b>

Plus Large Selection of Fresh Cheese, Salads, Smoked Fish and other Tempting Delicacies

# THANKSGIVING MENU

FOR THE NEW...

## SATELLITE DINER

**Tender Turkey**  
 With all the Trimmings (6 different varieties to choose from)

All The Apple Cider You Can Drink  
 With Your Dinner

All Baking Done On Premises

Special Children's Platter Prepared  
 (Always Bring the Children)

ROUTE 22 E. BOUND      MOUNTAINSIDE N. J.

**AD 2-9711**

## Six Area Drivers Forfeit Licenses For Points, Speed

Six drivers from the Mountainside area have forfeited their licenses for points and speed. The drivers are: [Names of drivers] who were cited for various traffic violations including speeding and accumulating too many points on their licenses. The Mountainside Police Department reported that these drivers were given the opportunity to complete traffic school or other remedial measures, but they chose to forfeit their licenses instead. The violations occurred in the area of Mountainside, N.J., over a period of several months. The Mountainside Police Department is pleased with the results of the enforcement program and hopes that other drivers will take the necessary steps to avoid similar consequences.

## Scouts Prepare Demonstration

Boy Scouts of America are preparing a demonstration for the public. The demonstration will be held at the Mountainside Community Center on [Date]. The purpose of the demonstration is to show the public the various activities and programs offered by the Boy Scouts of America. The demonstration will include a display of the various uniforms, a presentation of the various awards and achievements, and a demonstration of the various skills and talents of the scouts. The Mountainside Police Department is supporting the demonstration and hopes that it will be a success. The Mountainside Police Department is also providing security for the demonstration and will be on duty on the day of the demonstration.

SELL BABY'S old toys with a Want Ad call 686-7700



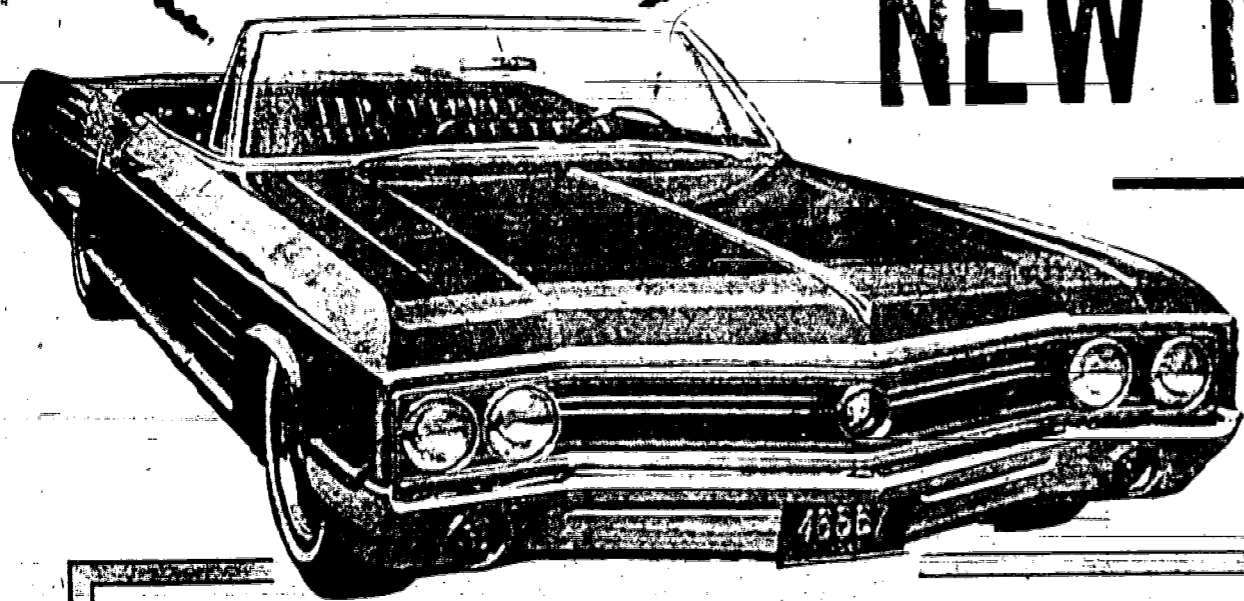
**CAR  
BUYERS**

**CONSIDER BUICK'S**

QUALITY ... PERFORMANCE ... COMFORT ... BEAUTY ... PRESTIGE

**CONSIDER GAYLIN'S**

PRICE ... TERMS ... TRADE ... SERVICE ...



**NEW 1965 BUICKS**

See them now at Gaylin...  
all models...  
all colors on display

**EXTRA BIG DISCOUNTS  
ON NEW 1964 BUICK LEFTOVERS**

LARGE SELECTION OF QUALITY  
GAYLIN-GUARANTEED  
USED CARS

Priced far below  
true market value

AND FOR 2nd and 3rd CAR OWNERS  
THE NEW FABULOUS

**OPEL Kadett**

With more features packed bumper  
to bumper than any car in its class  
... AND ... backed by GM with a  
24 mos. - 24,000-mile guarantee.

Delivered Price

**\$1655**

One of America's Largest Buick Dealers

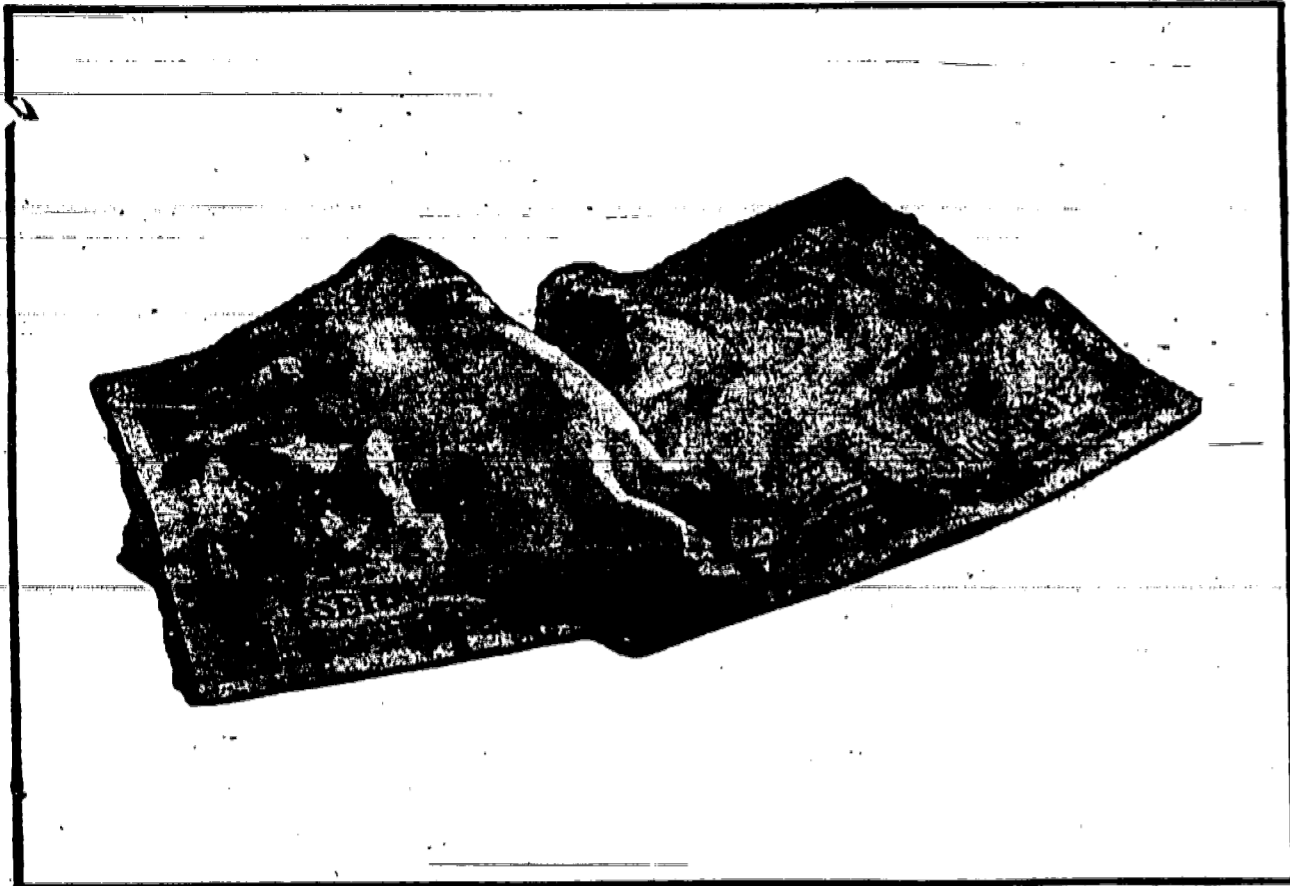
**GAYLIN BUICK**

2140 MORRIS AVENUE, UNION

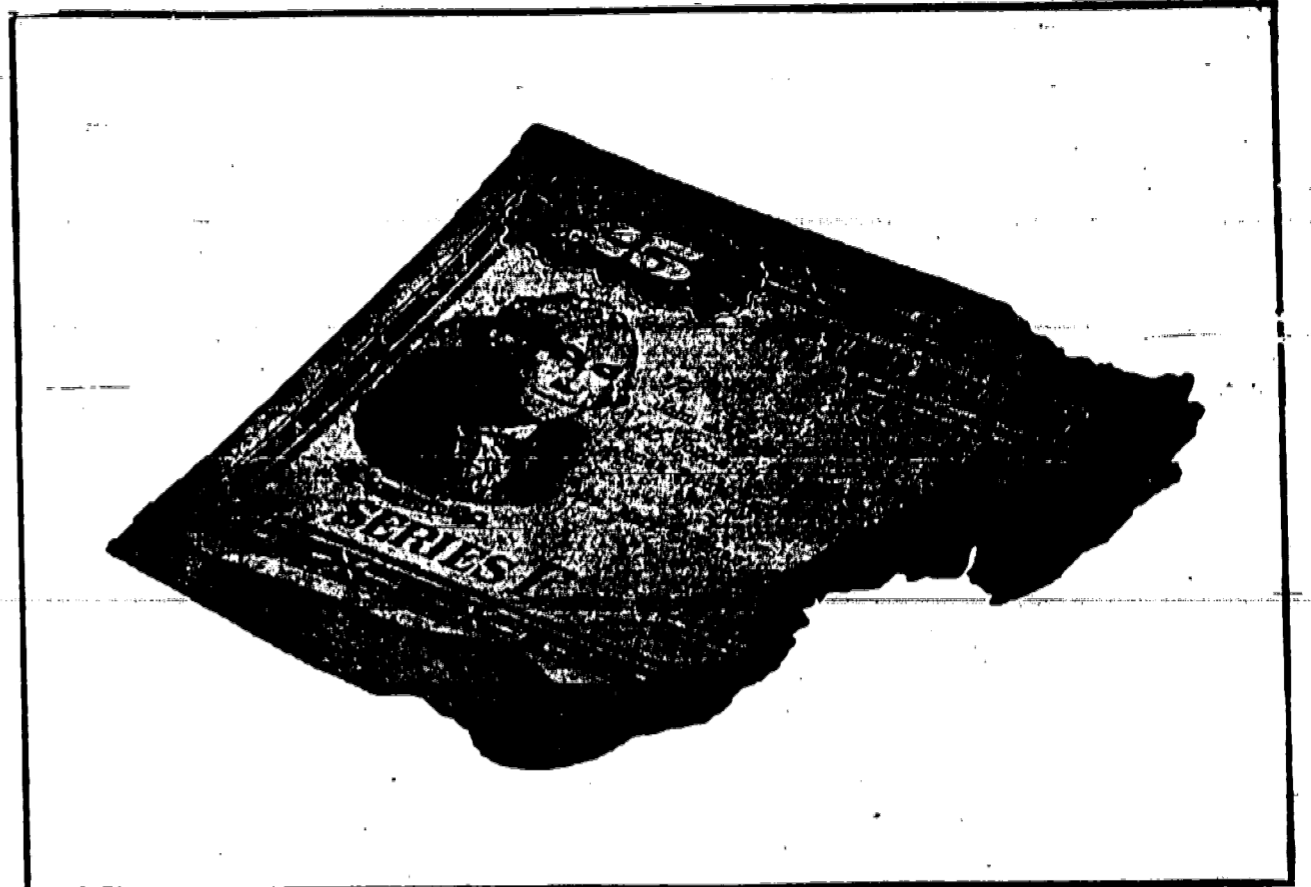
**MU 8-9100**



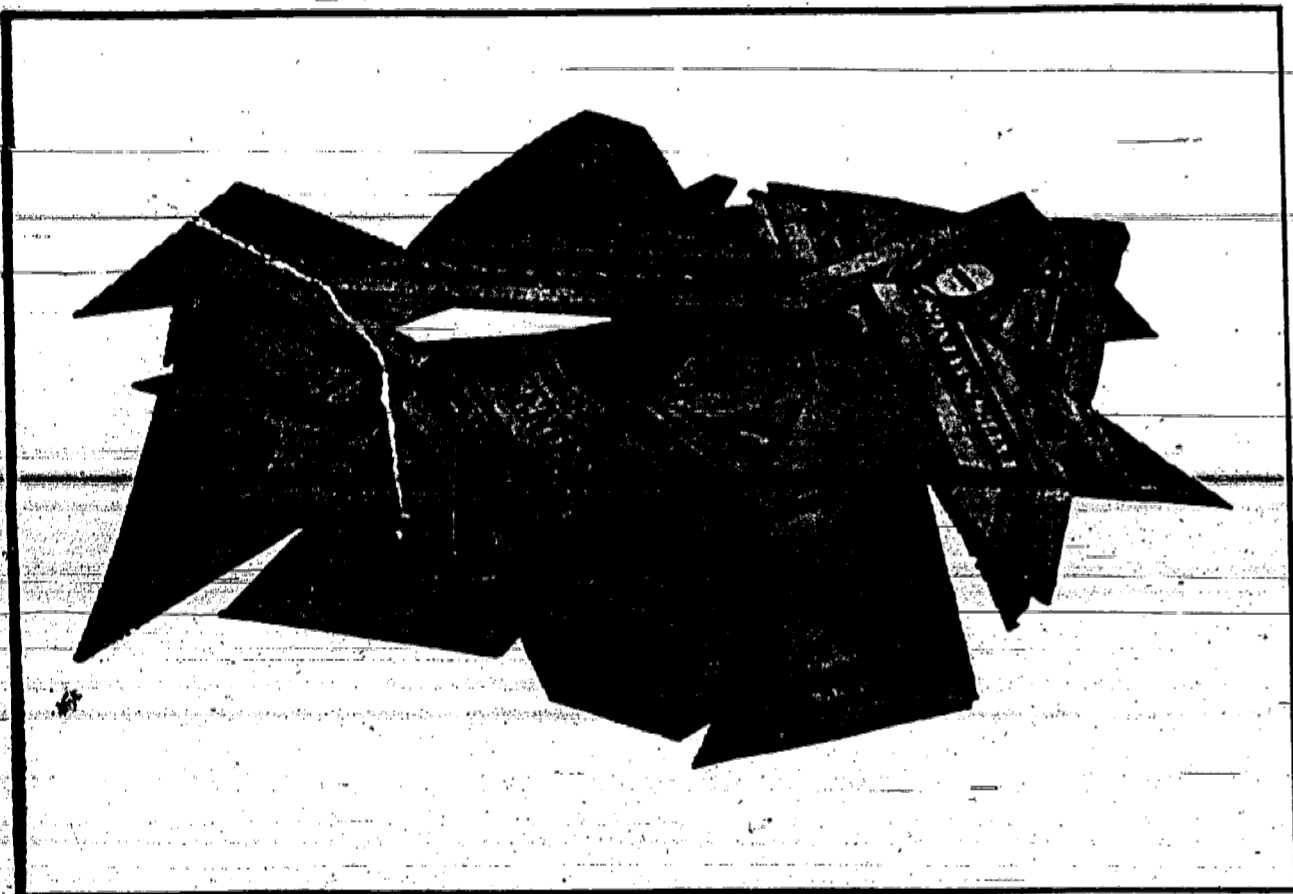




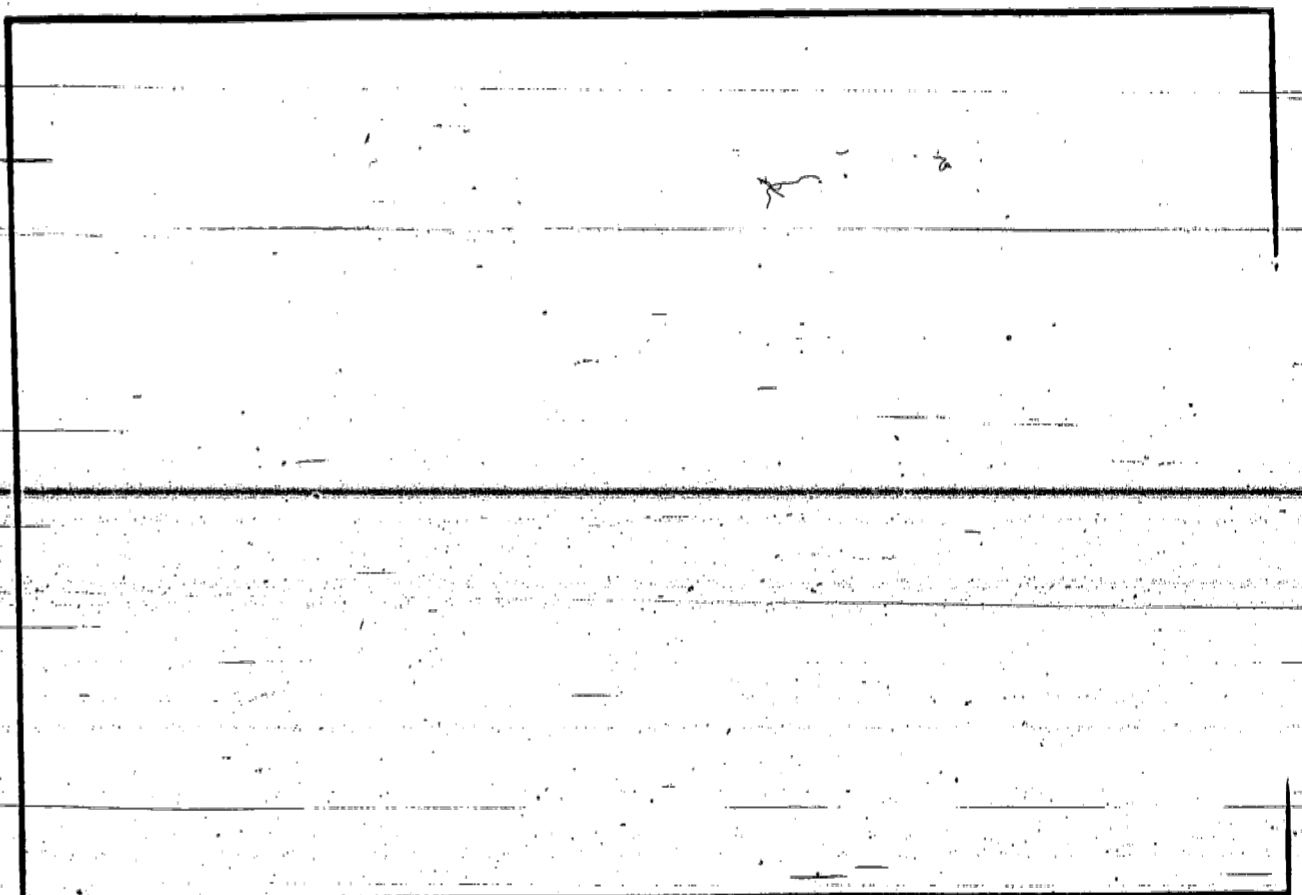
**drown it...**



**burn it...**



**shred it...**



**lose it...**

## **your U.S. Savings Bond won't lose its value...or even stop growing**

### **What hasn't happened to U.S. Savings Bonds?**

They've been stolen and thrown into a river. Mistakenly left in an oven and baked at 400°. Hidden in a cookie jar and eaten full of holes by hungry beetles. Forgotten in a pair of work pants and washed, bleached and spin dried. Cut into tiny pieces by an irate wife. Gnawed by mice, and gobbled up by goats.

Yet, in spite of all these misfortunes, these Bonds weren't lost to their owners. They didn't even stop growing in value.

The Treasury Department keeps a record on microfilm of every Savings Bond sold. So every bond that's lost, destroyed or stolen can be replaced. The service is free. The safety is just one of



the many reasons why U.S. Savings Bonds are the most widely held securities in the world. Another good reason why you should invest in Bonds is the important job they can do right now in making America safer from the enemies of freedom.

Buy Bonds and see if you don't feel pretty good about it.



### **Quick facts about U.S. Savings Bonds**

- You get \$4 for every \$3 at maturity • You can get your money anytime
- Your Bonds are replaced free if lost, destroyed or stolen • You can save automatically on Payroll Savings.

Keep freedom in your future with  
**U.S. SAVINGS BONDS**







# Presenting...

An outstanding group of fine community newspapers... dedicated to reporting local news in an unbiased manner and presenting news of local interest to you... your friends and neighbors:

- ★ UNION LEADER
- ★ LINDEN LEADER
- ★ SPRINGFIELD LEADER
- ★ MOUNTAINSIDE ECHO
- ★ IRVINGTON HERALD
- ★ SPECTATOR OF ROSELLE AND ROSELLE PARK
- ★ VAILSBURG LEADER
- ★ SUBURBAN LEADER OF KENILWORTH



Your neighbors --- people who read --- think --- BUY!

**35,000**  
**FAMILIES**  
**WHO BUY THRU**  
**CLASSIFIED**  
**WANT ADS**

in neighboring communities served by our

**8 NEWSPAPERS**

- Union • Irvington • Linden
- Vailsburg • Springfield
- Mountainside • Kenilworth
- Roselle & Roselle Park

FIND IT... FAST... IN THE CLASSIFIED!

## Sell...

thru "WANT ADS":

- HOMES • SERVICES • YOUR TIME
- BRIG-A-BRAC FROM YOUR ATTIC & CELLAR
- Find: • Baby Sitters • Carpenters • Electricians
- Painters • Plumbers
- Rent: • Tools • Trucks • Office Space

for low-cost results...

# dial

# 686-7700

ask for an

# "ad-girl"...

---she'll prepare your "WANT AD" for you!

**only 14¢**  
**PER WORD**

BASED UPON 5 AVERAGE LENGTH WORDS PER LINE. MINIMUM CHARGE... \$2.50 FOR 4 LINES.



686-7700-For An 'Ad-Visor' WANT AD SECTION 686-7700-For An 'Ad-Visor' PERSONALS - AUTOMOTIVE - BUSINESS DIRECTORY

Help Wanted - Men
Help Wanted - Women

ADVERTISING SALESMEN

Office Space for Rent
NEWEST OFFICE BUILDING

LADIES WINTER COATS SUITS CAR COATS RAIN COATS ALL SIZES INCLUDING LARGE SIZES ALSO JUNIOR COATS AND SUITS SIZES 10 TO 16 PLETTED AND CHILDREN'S COATS

MAVORY
PLASTERING PAINTING

A-1
TEMPORARIES HIGH PAYERS NO FEE

LET'S GET TOGETHER

FOR SALE

GLORIA COAT FACTORY
6 WILFANY STREET MOORESTOWN

Garage Doors
Moving and Storage

SALESLADIES PART TIME

CLERK

Moving & Storage

Clothing - Household Gifts

Garage Doors

EXPERIENCED BARISTELLE

REAL ESTATE

Office Space to Lease

DRINKING

Home Improvements

HELP - WOMEN DON'T PUT OFF

REAL ESTATE

Retirement Home

BUSINESS DIRECTORY

Instruction - Schools

FILE CLERK

REAL ESTATE

Store for Rent

Beauty Shop

Iron Railings

ALL STATE INSURANCE COMPANIES

REAL ESTATE

Apartment to Rent

Beers - Wines - Liquors

Kitchen Cabinets

Domestic Help Wtd. - Female

REAL ESTATE

REPOSSESSED

Camera - Photographic Sup

Painting & Paperhanging

Help Wanted - Men

REAL ESTATE

Stauffler Reducing Machine

Carpentry

Tree Cutting & Removal

Newsboys Wanted

REAL ESTATE

SOMERVILLE

Boats - Marine Equipment

Christmas Gift Suggestions

Help Wanted - Men

REAL ESTATE

Boats - Marine Equipment

Chimney Repairs

Chimney Repairs

Help Wanted - Men

REAL ESTATE

Wanted To Buy

Wanted To Buy

Wanted To Buy

Help Wanted - Men

REAL ESTATE

Wanted To Buy

Wanted To Buy

Wanted To Buy

Advertisement for Norelco Speedshavers featuring three models: Floating-Head Speedshaver 30, Flip-Top Speedshaver 20, and Cordless Speedshaver 200. Includes images of the shavers and promotional text.

Advertisement for Henry Jewelers located at 218 Main St. Orange, N.J. with phone number OR 4-1157.

# BUSINESS DIRECTORY

ALPHABETICALLY LISTED BY CLASSIFICATION

<b>Painting &amp; Paperhanging</b>	<b>Plumbing - Heating</b>	<b>Tutoring</b>
<b>PAINTING &amp; DECORATING</b> WORK FOR THE HOME JOHN P. BISHOP 1000 N. 10TH ST. NEWARK, N.J. 07102	<b>PLUMBING &amp; HEATING</b> E. J. CASARETO 1000 N. 10TH ST. NEWARK, N.J. 07102	<b>TUTORING</b> DONALD W. WOOD 1000 N. 10TH ST. NEWARK, N.J. 07102
<b>FRANK DEUTER</b> 417 N. 10TH ST. NEWARK, N.J. 07102	<b>RADIO &amp; TELEVISION REPAIR</b> WALTER J. KAY 1000 N. 10TH ST. NEWARK, N.J. 07102	<b>Upholstery - Slip Covers</b> E. J. CASARETO 1000 N. 10TH ST. NEWARK, N.J. 07102
<b>PAINTING &amp; DECORATING</b> WORK FOR THE HOME GEORGE T. N. RONSHAW 1000 N. 10TH ST. NEWARK, N.J. 07102	<b>Rest Homes</b> CHERRY HILL 1000 N. 10TH ST. NEWARK, N.J. 07102	<b>Water &amp; Heater</b> E. J. CASARETO 1000 N. 10TH ST. NEWARK, N.J. 07102
<b>PAINTING INSIDE &amp; OUT</b> J. K. M. 1000 N. 10TH ST. NEWARK, N.J. 07102	<b>Roofing - Siding - Repairs</b> WILLIAM J. WOOD 1000 N. 10TH ST. NEWARK, N.J. 07102	
<b>QUALITY &amp; ECONOMY</b> 417 N. 10TH ST. NEWARK, N.J. 07102		
<b>PAINTING WITH DURABLE COLORS</b> 1000 N. 10TH ST. NEWARK, N.J. 07102		
<b>SAVE MONEY! YOU CAN DO IT!</b> 1000 N. 10TH ST. NEWARK, N.J. 07102		

## AUTOMOTIVE

**Classified Advertising Rates**

Single insertion 70¢ per line (4 or more consecutive insertions 64¢ per line 10 or more consecutive insertions 56¢ per line 52 consecutive insertions 47¢ per line Minimum ad - 4 lines \$2.80

**TABLE OF CHARGES**

Number of Lines	Time Period	Rate
1 line	1 week	\$2.80
2 lines	1 week	\$5.60
3 lines	1 week	\$8.40
4 lines	1 week	\$11.20
5 lines	1 week	\$14.00
6 lines	1 week	\$16.80
7 lines	1 week	\$19.60
8 lines	1 week	\$22.40
9 lines	1 week	\$25.20
10 lines	1 week	\$28.00

Yearly contract rates on request.

**Automotive Wanted**

**ALL HUNK CARS WANTED**  
1000 N. 10TH ST.  
NEWARK, N.J. 07102

**Carpenter & Woodworkers**  
1000 N. 10TH ST.  
NEWARK, N.J. 07102

**HORNING**  
1000 N. 10TH ST.  
NEWARK, N.J. 07102

**Rugs - Carpet Cleaning**  
1000 N. 10TH ST.  
NEWARK, N.J. 07102

**SLIP COVERS**  
1000 N. 10TH ST.  
NEWARK, N.J. 07102

**Tile Work & Repairing**  
1000 N. 10TH ST.  
NEWARK, N.J. 07102

**Tutoring**  
1000 N. 10TH ST.  
NEWARK, N.J. 07102

**Automotive Equip. for Sale**

**Cars Wanted**

**Legal Notices**

**GO-GAS HEAT**

**SUBURBAN GAS HEATING & COOLING CO.**  
596 Chestnut St., Roselle Park  
For Free Estimate  
bryant CH 5-2100  
Less Terms Arranged

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Less Terms Arranged

**Mail Your CLASSIFIED Now On This**

**EASY WANT AD FORM**

Ad will appear in these 8 Newspapers  
 \*Union Leader \*Irvington Herald \*Vailsburg Leader  
 \*Springfield Leader \*Mountainside Echo  
 \*Linden Leader \*Suburban Leader \*The Spectator

for only 14¢ Per Word

Reaching 36,000 Families Each Week in Union, Irvington, Vailsburg, Springfield, Mountainside, Linden, Kentworth, Roselle and Roselle Park

Five (5) Words Of Average Length Will Fit On One Line For Extra Long Words Allow Two (2) Spaces (On Sign 24 Character Name, Address and Phone Number and print exactly as you want Ad to Appear.) Figure Your Cost by Multiplying the Number Of Words By 14¢. Minimum Charge - \$2.80 (20 Average Words)

Please Print or Write Clearly

Suburban Publishing Corp., 1401 Stuyvesant Ave., Newark, N.J.

Please insert the following Classified Ad on the date(s) shown

(1)	(2)	(3)	(4)	(5)
(6)	(7)	(8)	(9)	(10)
(11)	(12)	(13)	(14)	(15)
(16)	(17)	(18)	(19)	(20)

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Phone \_\_\_\_\_

(If additional words are required, attach separate sheet of paper. Insert Ad. Time (s) per insertion. Payment (Total Amount Enclosed) \_\_\_\_\_ Cash ( ) Check ( ) Money Order ( )

**OFFICER TO THE UNION**

**UNION**

**1191 MORRIS AVE. (cor. Potter)**

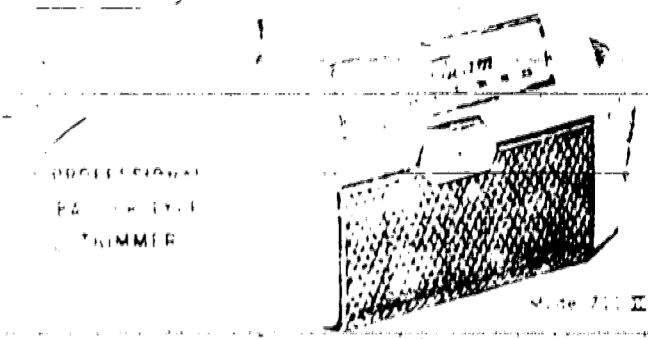
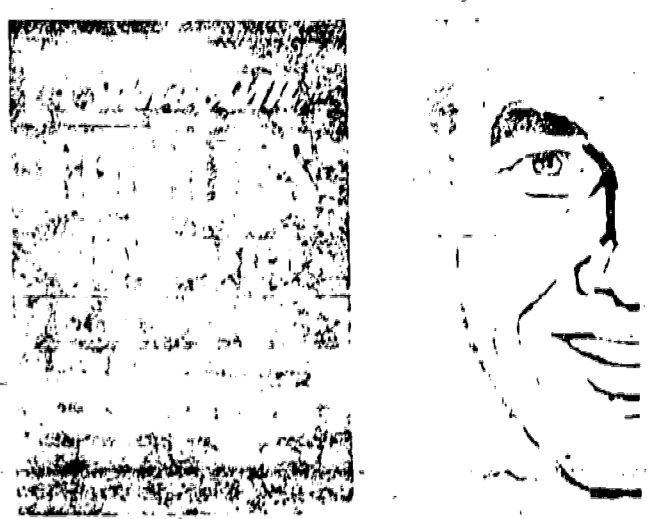
BRAND NEW BLDG. most modern & luxurious in town. Air conditioned. Building entirely CARPETED & SOUNDPROOF. Heat, Janitorial service included. ample parking. \$900-\$50 monthly.

**ROBERT P. OSTERTAG REAL ESTATE AGENCY**  
1021 Stuyvesant Ave. MU 6-0661

## CD Training Course Begins In Newark

Legal Notices

Legal Notices



**CD Training Course Begins In Newark**

... POWER SUPPLY LETS YOU SHAVE ANYWHERE, ANYTIME

... provides ... energy ... shaving ...

**WITH BUILT-IN LIGHT**

**Lady Sunbeam ELECTRIC SHAVER**

For Sleek Smooth Daintiness

Eye-lash built-in light lets you see what you're doing. No dark areas, no matter what the lighting conditions.

See it lead especially ground for feminine use. For fast close shave. For gentle close under-ear grooming.

Beautiful case has contour back for ease of handling. In deluxe gift box.

CHOICE OF 2 MODELS  
CHOICE OF 3 COLORS

**GO-GAS HEAT**

In addition to the fine work we do in all types of Plumbing, we also furnish and install Gas Heating Equipment in homes just like yours: Steam, Hot Water Baseboard, Hot Air, over 6,000 Gas Installations since 1954. We are licensed Master Plumbers who take pride in our work.

**SUBURBAN GAS HEATING & COOLING CO.**  
596 Chestnut St., Roselle Park  
For Free Estimate  
bryant CH 5-2100  
Less Terms Arranged

**DECORAY INTERIORS**

one of New Jersey's finest Interior Decorating Studios

Specializing in:  
 Furniture Refinishing  
 Upholstery  
 Draperies - Slip Covers

Call completely satisfied at your home and allow you a liberal Trade-In

**Deco-Ray**  
57 Bradford St., Newark, N.J. 07102  
BI 8-0119

**ADLERS**

IN LINDEN  
Maurice Adler Inc., 25 Knopf St.

IN WESTFIELD  
Adlers of Westfield, 219 North Ave., West

# Tips On Preparing News Releases

## AJC To Sponsor Talk In Elizabeth

## Trailside Will Offer Program On 'Fun Raisin House Plants'

The following tips on preparing news releases are intended to help you get the most out of your news releases. They are based on the experience of a professional writer who has written thousands of news releases for various organizations.

A news release is just what the words imply—a new item of news that is of interest to the general public. It is not a letter to the editor, nor is it a story for a newspaper. The writer of a news release is usually the publicity chairman of a group or organization. The release should be prepared in a simple, direct, and concise manner. It should be prepared in a "model news story" format.

Your news release should be prepared in a "model news story" format. It should be prepared in a simple, direct, and concise manner. It should be prepared in a "model news story" format. It should be prepared in a simple, direct, and concise manner.

**FORM**  
1. Release must be TYPE WRITTEN. If you are typing your own release, use a typewriter. The release should be typed on one side of the paper, only double spaced, with plenty of room at the top, bottom and left margins. Do NOT WRITE IN CAPITAL LETTERS LIKE THIS. The newspaper doesn't print stories in all capital letters so why submit them that way?

**IDENTIFY YOURSELF**  
Type your name, the name and address of your organization, and the phone number at which you can be reached in the upper left hand corner of both home and business phones, so that the newspaper can reach you if it has any questions.

**YOUR "STORY"**  
Put the most important facts in order of their importance in the first paragraph, and lesser facts in later paragraphs in order of their importance. A release should be written in this sort of note at the top.

**LOCAL NEWS ONLY**  
News is local when it happens here, involves local people or groups or when it specifically concerns the readers. If John Featherworth of Terry town, N. Y., is elected president of your group and Jacob Farnaby, who lives in town, is appointed to the executive committee, your story is about Farnaby, not Featherworth. Farnaby's neighbors care about him, but who ever heard of Featherworth? If your charity group is conducting a two-month clothing drive in Northern New Jersey, your story to the local paper should be that the week-long campaign in town will be held Monday to Friday. The readers want to know when they should have THEIR discarded ready-to-wear clothing.

**POINTS TO PONDER**  
1. The newspaper WANTS your publicity.  
2. The newspaper is the final judge of the material it accepts and rejects and the fashion in which the material will appear.  
3. Keep your eyes open for "real" news. You can order yourself and your group any editor by letting him know what's going on even if it doesn't concern your group. If you know of somebody or something that would make a good

news release, write it up. The newspaper will be very happy to take it. It is a good idea to keep a file of your group's news releases. Write up a news release every week or so. It is a good idea to keep a file of your group's news releases. Write up a news release every week or so.

**QUOTES AND OPINIONS**  
A quote from a prominent person in your group adds interest and authority to your news release. It should be prepared in a "model news story" format.

**DEADLINES**  
A news release should be prepared in a "model news story" format. It should be prepared in a simple, direct, and concise manner. It should be prepared in a "model news story" format.

**SCIENCE TOPICS**  
A member of the Newark State faculty for 10 years, Dr. Smith has also served as a testing consultant in the Cranford school system. He is the author of several professional articles on testing procedures.

**NOTHING BUT THE FACTS**  
Your release should be written in a simple, direct, and concise manner. It should be prepared in a "model news story" format. It should be prepared in a simple, direct, and concise manner.

**ALL THE FACTS**  
Your release should be written in a simple, direct, and concise manner. It should be prepared in a "model news story" format. It should be prepared in a simple, direct, and concise manner.

**HERE ARE SOME POINTERS**  
FULL NAMES Use full names. In the case of a woman, always identify her as Mrs. or Miss. You may use either the first name or the last name, but never one (John Smith or J. E. Smith) but NEVER just plain Mrs. John Smith, Mrs. J. E. Smith, but NEVER just plain Mrs. Smith or Mrs. J. Smith. It's best, of course, to submit a name the way the person usually uses it—J. Edgar Hoover, rather than John E. Hoover.

**ADDRESS**  
When writing about local people, include their addresses. If the paper doesn't want the address, it can always cross it out. If the address is wanted and you haven't given it, then someone must look it up for you. When writing about buildings where meetings will be held, the address is imperative. Use a number such as "555 Colonial avenue" not "Colonial avenue" or "Colonial avenue near Morris avenue" or "corner of Colonial and Morris avenues."

**NAME YOUR ORGANIZATION**  
so that the readers know what it is. You may know that N. O. M. A. means National Office Machine Association, but we don't and neither will our readers. Use the full title in your release. Don't identify groups, branches and units by numbers, but by the names of their founders. Call your group the Springfield branch (Livington, Vermont), Essex (New Jersey or whatever) branch of the National Fish-Packers' Association, not unit No. 20451 or Jerome S. Smith Memorial chapter.

**Boy Scout and Girl Scout groups** should be identified by the name of the school in which they meet, the neighborhood they serve or the organization

**THE N. S. SAVANNAH**, the world's first nuclear-powered cargo-passenger ship, was built by the Union Carbide Corp. during a recent tour of the Savannah plant. The ship is more than 500,000 tons and carries more than 1,000 people in this country and abroad who have inspected the ship, according to the Atomic Energy Commission.

**AMERICAN ASTRONAUTS**  
The number of men in the U.S. Army declined in 1964. The eighth consecutive year, reports the U.S. Public Health Service. Last year a total of 504,917 men in public institutions was 0.7 per cent lower than the total in 1956 and occurred despite a continuing increase in admissions. Doubling of the beds in mental hospitals during the period is responsible for the drop, according to the National Institute of Mental Health.

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**A TWO YEAR** long trip is planned by scientists at Clemson University to find out how fish swim. The expedition hopes to be able to provide detailed information on aquatic animals' body movements, to help in better designing our submarines and surface ships.

**ELECTRONIC CONTROLS** assure you of full measure when you buy packages of sliced bacon. Next time you open a package, see if the end slice is of a different thickness than the others. As a result, although Nell Chicago, the final slices are ranged electronically, an 8-ounce can of sliced bacon will weigh 8 ounces.

**DEL MONTE FRUIT COCKTAIL** 3 for \$1.00  
OYSTERS 69¢  
SAUSAGE 69¢  
KIELBASI 69¢  
TURKEY 2.49  
SMOKED HAMS 69¢

**DEL MONTE TOMATO JUICE** 3 for \$1.89  
CANNED FRUITS 4.98  
YAMS 27¢  
KNORR SOUPS 39¢

**Nancy Lynn Pumpkin or Apple Pies** 49¢  
PRESHAKE STUFFING BREAD 21¢

**AJAX or TIDE** 28¢  
WAFERS 37¢  
HI-NO CRACKERS 3 for \$1.00  
PIE CRUST MIX 2 for \$1.29  
SWAN LIQUID 61¢  
SARDINES 29¢  
BAYER ASPIRIN 59¢  
HAIR SPRAY 79¢

**ROYAL COURT IMPORTED PORCELAIN CHINA**  
PRICES EFFECTIVE THRU SAT. NOV. 28. WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

**UNION** 5-Points Shopping Center at Chestnut St. Open late Thurs., Fri. & Sat. 11:30 p.m. OPEN SUNDAY 9 A.M. to 2 P.M.

**SPRINGFIELD** General Greene Shopping Center, Morris & Mountain Ave. Open Monday thru Thursday 9 a.m. to 9 p.m., Friday 9 a.m. to 10 p.m., Saturday 8 a.m. to 9 p.m., Sunday 9 a.m. to 6 p.m.



ALL THE FIXIN'S FOR A Happy Thanksgiving...  
DEL MONTE FRUIT COCKTAIL 3 for \$1.00  
OYSTERS 69¢  
SAUSAGE 69¢  
KIELBASI 69¢  
TURKEY 2.49  
SMOKED HAMS 69¢

DEL MONTE TOMATO JUICE 3 for \$1.89  
CANNED FRUITS 4.98  
YAMS 27¢  
KNORR SOUPS 39¢

Nancy Lynn Pumpkin or Apple Pies 49¢  
PRESHAKE STUFFING BREAD 21¢

AJAX or TIDE 28¢  
WAFERS 37¢  
HI-NO CRACKERS 3 for \$1.00  
PIE CRUST MIX 2 for \$1.29  
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HAIR SPRAY 79¢

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PRICES EFFECTIVE THRU SAT. NOV. 28. WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

UNION 5-Points Shopping Center at Chestnut St. Open late Thurs., Fri. & Sat. 11:30 p.m. OPEN SUNDAY 9 A.M. to 2 P.M.

Grand Union customers by the thousands have discovered.....  
THANKSGIVING WEEK  
Store Hours: OPEN NIGHTS TUES., WED. & FRI. 10:00-11:00 P.M. THURSDAY 10:00-11:00 P.M. SUNDAY 10:00-11:00 P.M.

ARMOUR'S LARGES  
LARGE CAPONS 69¢  
PRELIM & DEVILED 1 OF FANCY SHRIMP \$1.99  
ALL WHITE MEAT TURKEY BREASTS 79¢  
READY TO COOK FRESH ROTARY WRAPPED

GENUINE LONG ISLAND DUCKLINGS 45¢  
CORNISH HENS 45¢  
FRESH FOWL 39¢  
ROASTING CHICKENS 49¢  
WHITE SHRIMP 89¢

HOLLAND HOUSE COFFEE 69¢  
HOLLAND HALL ICE CREAM 59¢

GROUND CHUCK 59¢  
FRANKS 59¢  
SLICED BACON 59¢  
CLAMS 2.89¢  
FRESH HAMS 59¢

WAFERS 37¢  
HI-NO CRACKERS 3 for \$1.00  
PIE CRUST MIX 2 for \$1.29  
SWAN LIQUID 61¢  
SARDINES 29¢  
BAYER ASPIRIN 59¢  
HAIR SPRAY 79¢

UNION 5-Points Shopping Center at Chestnut St. Open late Thurs., Fri. & Sat. 11:30 p.m. OPEN SUNDAY 9 A.M. to 2 P.M.

there is a difference in turkeys...have you?  
The best loved bird in the U.S.A.  
BUTTERBALL 39¢  
YOUNG HENS 47¢ BELTSVILLES 49¢

BUTTERBALL 39¢  
YOUNG HENS 47¢ BELTSVILLES 49¢

IMPORTED CANNED HAMS  
UNOX HAFNIA  
FROM HOLLAND FROM DENMARK  
2-lb. \$1.99 2-lb. \$2.09  
3-lb. \$2.79 3-lb. \$3.09

Holiday Frozen Features  
BIRDS EYE PEAS 6 10-oz. \$1.00  
PUMPKIN PIES 3 1-lb. 89¢  
OR MINCE PIES TOWN SQUARE 3 6-oz. 89¢

FOR HOLIDAY FEASTS  
Garden Fresh "Pick of the Crop" Produce  
Sweet Emperor GRAPES 2 lbs. 29¢  
FRESH - OCEAN SPRAY CRANBERRIES 23¢  
MELONS SPANISH 59¢  
CITRUS SALAD 69¢  
FANCY FRUIT CAKE MIX 49¢  
STRING FIGS 29¢

UNION 5-Points Shopping Center at Chestnut St. Open late Thurs., Fri. & Sat. 11:30 p.m. OPEN SUNDAY 9 A.M. to 2 P.M.

Studio Portraits  
Holiday Special  
Only \$4.95  
Beautiful Studio  
Enlargement (8x10)  
Of Your Child  
Zimmerman Photo  
117 Main Ave. Hillside  
In-Line Shopping Center  
EL 4-0505  
Photography - Passports  
Portraits