

COMPLETE Coverage in News and Circulation - - Read It in the Sun

The Springfield Sun

OVER 5,000 People in Springfield Read the Sun Each Week

VOL. XXIII, No. 19

OFFICIAL NEWSPAPER TOWNSHIP OF SPRINGFIELD

SPRINGFIELD, N. J., THURSDAY, MARCH 11, 1948

BOROUGH OF MOUNTAINSIDE OFFICIAL NEWSPAPER

6c A COPY, \$2.50 BY THE YEAR

LISTEN



FRIENDS!!

Evidently Committeeman Francis J. Keane spoke factually recently when he said an officeholder in the Springfield Republican Club supplied Democrats with all the necessary "inside dope". . . . When he made the statement Republican leaders chalked it up to political psychology, but now we learn Keane had in his possession what appeared to be a Republican committeeman to be an exact duplicate of the qualifications of one of the unsuccessful candidates for township treasurer whose name had not been mentioned previously. . . . Keane says his informer has nothing to worry about because he never violates a confidence!

If Democrats have the slightest doubts that they won the treasurer's job because they pressed hard on that "moral obligation" stuff then they ought to have their heads examined. . . . If Floyd G. Merlette thanks anyone for the job it should be Fred Brown. Brown certainly doesn't have the political finesse of a senator, but he's no one's damn fool either!

Again last week the Morris avenue apartment proposition hit the headlines. . . . this time the Supreme Court authorized a review of the Board of Adjustment finding that local zoning laws have been used to hinder on Spring Brook Gardens, the applicant. . . . Now Springfield is going to have to spend more money in its ridiculous battle against the apartment. . . . and the best man in this case is a building which would provide several needed living quarters for many.

Don't wait until 5 p. m. on the day preceding publication to get a social note in our paper, especially when the event takes place the previous Friday. . . . A publicity chairman for one of the local neighborhood associations did exactly that last week. . . . We were ready to take the item anyway, but when she said she was doing us a favor by sending "something to fill the paper" we hung up the receiver. . . . We just don't attempt to fill the paper here anymore!

Sergeant Al Sarge believes Springfield's present population is about 6,100, but in order to make sure he's conducting a census. . . . Sarge asks folks to cooperate by answering his questions instead of evading them.

To James Caldwell—authorities we suggest they answer their phone with the name of the school instead of just plain "Springfield School". . . . sounds awful childish under the present setup, don't you think?

A couple of weeks ago we decided to check our subscription list for the purpose of removing the names of free riders. . . . we think the Sun has improved to the point where the paper is well worth the \$2.50 annual charge. . . . to date 227 families which previously received the paper without cost have sent in their checks. . . . We are still waiting to hear from about fifty more. . . . We don't give a hoot who you are. . . . either pay within the next few days or we're going to strike you from the list.

Every time a group meets in Springfield for the purpose of deciding on a method to enhance the community from the standpoint of industrial, residential and business growth, reference is made to F. Edward Blumenthal and Union as a shining example of what can be done with enthusiastic leadership. . . . Democrats and Republicans alike seem to agree the Blumenthal touch is sorely needed here if the township is to emerge from the "quaint" stage. This is one subject on which this newspaper agrees wholeheartedly. . . . As a matter of fact it's darn high time some of those G.O.P. big-wigs in the county's "closed corporation" took cognizance of the fact that Blumenthal probably would do them a lot of good in putting some action and enthusiasm in county affairs too.

Scores Offer to Finance Ouster Appeal for Lamb

Ousting of Patrolman Arthur Lamb as a regular member of the police department by the Township Committee last week as a result of a Supreme Court directive did not end the case as far as Springfield residents are concerned.

Although Lamb was named immediately by the governing body as a special officer, it is reported scores of persons, including officials, have offered him financial help to fight the Supreme Court's decision in the Court of Errors and Appeals.

Stolen Car Found By Local Police

William G. Daly, 20, of 97 Oakview terrace, Short Hills, told Millburn police Sunday night he had been robbed of \$21 and his automobile by a hitch-hiker who picked up in Millburn avenue at Cypress street, Millburn. The car was found three hours later out of gas by Springfield Patrolmen Siles and Smith in Henshaw avenue near Mountain avenue, here.

Daly reported to police the hitch-hiker told him he had a pistol in his pocket and forced him to drive to Millburn avenue and Spring street, within a half-block of police headquarters, where the hitch-hiker took over the driving. Daly said they then went over Short Hills avenue to Morris avenue, Springfield, where the thief took the money and ordered Daly to get out of the car.

Springfield Shares In Garbage Survey

The Joint Municipality Refuse Disposal Survey, of which Springfield is a member, last week tentatively selected the engineering firm of Havens & Emerson, New York, for the preliminary survey of intermunicipal co-operation in garbage collection and disposal. The group will meet March 17 for preliminary discussion with engineer's representatives prior to drawing up a contract.

LOCAL DIMES DRIVE HIT \$1,834 TOTAL

With only a few business houses to hear from the Springfield Infants Paralysis Fund collection for 1948, has reached a total of \$1,834.70. This is by far the best collection yet made and the workers have been congratulated for the magnificent results obtained. More than 600 school children made returns in the cards used this year for the first time and produced over \$200.

LOCAL MEN ESCAPE MONOXIDE DEATHS

Two local residents escaped possible asphyxiation by monoxide gas recently as a result of prompt response by the fire department. Joe Tusonik, 20, of 404 Mountain avenue, and Otto DeBerjols, 46, of Morris avenue, were working on the former's car behind closed garage doors at his residence when the mishap occurred.

DEMOCRATIC CLUB ELECTS H. J. KELLY

At the regular monthly meeting of the Springfield Democratic Club, Monday night, at Chateau Baltusor, annual election of officers was held.

Sale of Stamps Breaks Record At Postoffice

Heinz Reports All Time High Reached in '47

Sale of stamps at the Springfield Postoffice last year broke all records in local history, according to a report yesterday by Postmaster Otto F. Heinz. The 1947 total was \$48,255 as compared to the previous all time high of \$36,000 in 1946.

Lions Hear Plans For Radio Show

The Springfield Lions Club had as its guest speaker Friday night, a man who so far has done great things for Springfield and Regional High School students and intends to do more.

Cancer Campaign Leaders Selected

Paul Voelker has been named chairman of the American Cancer Society's April fund raising campaign in Springfield. Caylie H. Richards is treasurer, and Mrs. Robert D. Treat is residential chairman.

Quits as Secretary Of Citizen's Unit

Recorder Spinning, Monday night, fined Rickhoff L. Albertson, of 635 Berkeley avenue, Orange, \$13.50 for driving his car with expired Florida license plates. Albertson was arrested February 29 by Motor Vehicle Inspector Caswell on Morris avenue. He pleaded guilty. Police said Albertson's Florida plates expired January 1.

SERVICES ARRANGED FOR MRS. EMERSON

Mrs. Lillie Schenck Emerson, widow of William H. Emerson, died Tuesday night at her home, 37 Severna avenue, Springfield, after a brief illness. Born in Fishkill, N. Y., 79 years ago, Mrs. Emerson spent most of her life in Newark before moving to Springfield, 25 years ago.

SEND IN YOUR NEWS

The nicest courtesy you can show your guests is to have their visits mentioned on this page. The nicest courtesy you can show your friends is to let them learn of your visits when you go away. We will consider it a courtesy whenever you give us an item of social interest. Call society editor, Sun office, Millburn 6-1276.

Callahan and Sheehan Last Minute Democratic Committee Candidates

They'll Battle Republicans



Paul T. Callahan



Timothy J. Sheehan

Red Cross Drive Collections Told

Regular monthly meeting of the Springfield Chapter of the American Red Cross was held last week. A preliminary report on the fund drive was made by Errol W. Plain, chairman. He reported collections of \$3,532.73.

Combination Lock Mystery Solved

The combination lock on the front door handle of the Sun office at 206 Morris avenue is gone and the five-week mystery has been solved.

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Graduating Class Meets College Head

Professor Richard Henry, Associate Professor of Mathematics at the Newark Colleges of Rutgers University, the State University of New Jersey, met with the members of the graduating class of Jonathan Dayton Regional High School, today (Thursday) on a discussion of the educational program of the Urban Colleges of the University.

Grade School Visit By Regional Head

Warren W. Halsey, supervising principal of Regional High School, and Miss Carol Kraft, director of Guidance in the school, have been visiting the elementary schools of Clark Township, Garwood, Kenilworth, Mountainside, New Providence Township and Springfield in choice of curriculum. Each student is given a Student Manual which will acquaint him with the course of study and the regulations in high school.

Turk Pulls Pair from Hat As Filing Deadline Nears

Candidates for Democratic nomination to the Township Committee will be Paul T. Callahan, whose uncounted military ballot caused Springfield's famous tie vote last year, and Timothy J. Sheehan, well-known Boy Scout executive.

CUDDLES & SPARKY NEED AN APARTMENT

Mrs. Frank Leonard, 680 Morris avenue, carries an advertisement in this week's classified section of the Sun in an effort to find a good home for two five-month-old puppies.

Binder, Handville Discuss Campaign

Albert Binder and Frederick A. Handville, candidates for Republican nomination to the Township Committee this week selected former Committeeman Harold G. Nenninger as their campaign manager.

Special Cops Ask 5 Per Cent Bonus

The Township Committee received a letter last night from Springfield's special police officers requesting an increase in hourly compensation from \$1 to \$1.40 and a five per cent cost of living bonus.

Rotary Club Speaker

Charles Phillhower, former supervising principal of schools in Westfield, was guest speaker at Tuesday's luncheon meeting of the new Springfield Rotary Club. Milton Keshen presided.

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Benefit Card Party... A card party for the benefit of the student aid and scholarship fund of Regional High School will be held Friday, April 9...

Eleanor Jaeckel Weds C. A. Brown... Mr. and Mrs. Edward Jaeckel of 54-Marlon avenue, Springfield, have announced the marriage of their daughter, Eleanor...

LIBERTY CLEANERS and DYERS... TAILORS and FURRIERS... LOCAL REPRESENTATIVE GILBERT BATAILLE

SOCIETY NOTES & NEWS

BARBARA PICCIUTO, Editor

Will Mark 59th Wed Anniversary

The 59th wedding anniversary of Mr. and Mrs. William MacIntosh, Sr. will be celebrated Saturday evening at the home of their daughter, Mrs. Alfred Gibson, 19 Center street...

Couple Will Mark 31st Anniversary

A surprise anniversary party will be held tonight (Thursday) in honor of Mr. and Mrs. Otto Hoffer of 15 Evergreen avenue, who will mark 31 years of marriage...

HAPPY BIRTHDAY

Happy Birthday is extended this week to the following residents of Springfield from the SUN:

- MARCH 12—William F. Brown, Mrs. Manning Day, Jr., Edward P. Molitor, Herbert E. Fay, Sarella Watkins, Patrick G. Winters, Gail Krause, Mrs. Edwin A. Kirch, Miss Evelyn Swigg, Larry Bidart, Mrs. William Percival, Alice Marshall, Mrs. J. L. Sosenbach, Charles H. Ruby, Sr., Van C. Lambert, Mrs. Jules Couzens, Mrs. Joseph Kastner, Miss Mae Pursil, Russell Schramm, Mrs. Thomas Whittaker, Henry Hofans, Mrs. Alwyn F. Schramm, Mrs. Louisa Schleichler, Carl K. Merritt, Alfred Van Ripper, Jr., Mrs. Fred M. Bohl, John Eshenkrantz, Willard D. Watkins, Lincoln Wood, Sr., Roderick Bohl, Mrs. Edward Jaeckel, Mrs. Agnes Keller, Mrs. Charles Smith, Willard D. Watkins, Jr., Mrs. A. Cubberley, Jon Marshall Chisholm, Mrs. William Buckley, Mrs. Eric Scriba, Jack Barr, Robert D. Treat, Burt Peter Wronsky, Mrs. Lincoln Wood, Jr., Mrs. Harry Monroe, Mrs. Jacob Kretz, Joel Michael Williams

Your Garden This Week

By Fred D. Osman... As the weather becomes milder and the snow melts we can get at the pruning of fruit trees.

Right Time!

There's no better Time than NOW to have your watch repaired. Watches repaired in two weeks except when special parts are needed.

A. O. Seeler Jeweler & Watchmaker

Easter... And Flowers Are In Close Harmony

PLANTS TULIP HYACINTH LILY

CORSAGES CUT FLOWERS

CRYSTAL STREAM FLORIST

WILFRED WEBER, Prop. Route 29, Springfield, N. J. Millburn 6-0626

Dr. Irving J. Alper announces the opening of his office for the practice of general dentistry... 250 Millburn Avenue, corner Undercliff Road... Telephone Millburn 6-4265

MARKET BOY WHEN YOU'RE NOT UP TO SHOPPING, WE COME THROUGH WITH OUR DELIVERY! A PHONE CALL BRINGS QUICK SERVICE

Springfield FISH & PRODUCE MARKET 256 MORRIS AVE. SPRINGFIELD, N. J. DELIVERY "QUALITY FIRST—SERVICE ALWAYS" CHARLES A. SCHAFFER, JR.

HOME AND AUTO RADIO REPAIRING OUR SPECIALTY We Carry a Full Line of POPULAR • CHILDREN'S • CLASSICAL RECORDS Robert H. Roos, Proprietor SPRINGFIELD RADIO and RECORD SHOP 268 Morris Ave. Millburn 6-0805

WEEK END SAVINGS FRIDAY and SATURDAY ONLY GROCERY-SPECIALS! VEGETABLE SPECIALS MEAT SPECIALS COMPLETE STOCK OF FRESH FROZEN FOODS No Parking Worries Free Delivery HARM'S BROS. 19-23 Morris Avenue Tel. MI 6-4213 Near the Union Line

Attending the celebration will be their four sons, three daughters and families. They are: Alex, Dave, William and Mrs. Charles Morford, of Red Bank; Douglas, Point Pleasant; Mrs. Gibson, Springfield; Mrs. Fred Widmann, of Hillside; and Mrs. Wallace MacIntosh, Leonardo. Grandchildren include: Donald Gibson, Union; Fred Widmann, Hillside; Elmer Widmann, Newark; Mrs. Peter Marue and Jean MacIntosh, of Red Bank; Doris and Joan MacIntosh, Leonardo; Donna Lou and Judith Lynne, Union; great granddaughters, John Reuch, Hillside, and Mrs. Edward Murry, Bristol, and sister of Mrs. MacIntosh, will also attend.

Loretta Sparks to Wed Robert C. Gall Engagement of Miss Loretta Sparks, member of the graduating class of Regional High School, has been announced by her parents, Mr. and Mrs. Lewis E. Sparks of Garwood. Her fiance, Robert C. Gall, is the son of Mr. and Mrs. Charles Gall, also of Garwood. Mr. Gall served with the Coast Guard in the Pacific, and is now attending John Marshall College, Jersey City.

Margaret Metger's Engagement Told Announcement has been made of the engagement of Miss Margaret Metger, daughter of Luddy Metger of Garwood, and the late Mrs. Metger, to Donald Boos, son of Mrs. Rose Boos, Irvington, and the late William E. Boos. Miss Metger will be graduated in June from Regional High School. Mr. Boos attended Irvington High School, and is employed by the Albert F. Bauer Corporation, Union.

BRYANT PARK MEETING Next regular monthly meeting of the Bryant Park Civic Association will be held Monday night at the home of Mr. and Mrs. Edgar DeRonde, 48 Rose avenue.

Card of Thanks I wish to thank friends and neighbors and members of the Altar and Rosary Society of St. James Church for their lovely flowers, gifts, and cards during my recent illness. MRS. LAWRENCE MURPHY, Sr. 664 Morris avenue

Bono-vonBorstell Marriage Is Told Mary M. Bono, daughter of Mr. and Mrs. Philip Bono, of 508 Mountain avenue, was united in marriage to Robert L. von Borstell, son of Mr. and Mrs. Joseph von Borstell, Central avenue, Mountainside, February 14, at St. Rose of Lima Church, Short Hills. The double ring ceremony was performed by the Rev. James Coyle. Phyllis Bono, sister of the bride, was maid of honor, and John Schlerle, of Westfield, served as best man. The couple reside at 2684 Spruce street, Union.

MOVES FROM TOWN Mr. and Mrs. Carl Helmers and daughter, Kristin, formerly of 36 Maple avenue, have moved to their new home at 29 Elmwood road, Florham Park.

NANCY MARSHALL Nancy, daughter of Mr. and Mrs. Robert Marshall, is ill with scarlet fever at her home, 174 Morris avenue.

Congratulations Springfield Boy Scout officials have extended congratulations and best wishes to local Girl Scouts on the occasion of the 56th Anniversary of Girl Scouting.

The broad-billed sparrow of Arizona migrates northward to California in autumn.

PROGRAM UNDERWAY TO HASTEN HOME A program to expedite home construction in New Jersey will be conducted by one of the nation's leading builders at the monthly meeting of the State Association of Real Estate Boards Friday, March 19. The meeting, a luncheon, will be held at the Suburban Hotel in East Orange. The speaker will be Emanuel M. Spiegel, president of the Home Builders Association of Northern New Jersey who has just returned from the important convention of the National Home Builders Association. He is a member of the executive committee of that national group and the chairman of its labor committee. He also serves as regional vice-president and is a member of the New York Bar. Realtor President Clinton E. Snyder announced that details of the plan evolved at the convention

YOU EMPTY THIS NEW KIND OF VACUUM CLEANER AS EASILY AS AN ASHTRAY!

It's the Lewyt (rhymes with "do it") NO MESSY BAG TO SHAKE OUT OR EMPTY AND SOILED HANDS! SIMPLY POUR OUT DIRTY FROM METAL "DUSTY BOWL"

See all these wonderful new features too! 30 WISPLY QUIET, you can chat, phone or listen to the radio—no "purr" or "tick". Silencer soothes it! CYCLONIC SUCTION that gets the embedded dirt and grit! FULLER BRUSHES used throughout—nothing is too good for the Lewyt! "Wonder Brushes" eliminate hand dusting! SO LIGHT you can carry, easy to use! STORES AWAY NEATLY in attractive dust-protected container—takes little closet space! Beautifully STYLED, beautifully BUILT, by a manufacturer who has been making top prediction equipment since 1888. See the new Lewyt today! Watch it clean! Listen to it purr! Bring your husband with you! J. T. CAMPBELL SPRINGFIELD DEALER 63 MEENEL AVENUE SPRINGFIELD, N. J. MI 6-2103-M

PRICES SLASHED! ON ALL RADIOS SAVE UP TO 40% RADIO PHONOGRAPH COMBINATIONS TABLE MODELS PORTABLES SELLING OUT ALL RADIOS AT COST! We are compelled to dispose of our present stock of radios by April 1st to make room for the many new refrigerators, washers, ranges, irons and other large appliances which are now in good supply. Included are many Nationally Known Radios. All are new and current models! Some floor samples. ALL SALES FINAL. Buy now! You need no money during this unusual sale! SAVE 90.00 NATIONALLY KNOWN Console Radio Phonograph with FM Beautiful Walnut Cabinet Plays 10" and 12" Records SALE PRICE \$149.95 Advertised price 239.95 SAVE 12.00 NATIONALLY KNOWN 5-TUBE Table Model Radio Standard and Short Wave Tone Control Lovely Walnut Cabinet SALE PRICE \$27.95 Advertised price 39.95 SAVE 5.00 NATIONALLY KNOWN 5-TUBE Table Model Radio Plastic Cabinet—Full size Speaker SALE PRICE \$14.95 Advertised price 19.95 AND MANY OTHERS CHARM CO. Authorized Dealer General Electric Appliances 325 MILLBURN AVENUE AT THE CENTER MILLBURN OPEN EVENINGS MILLBURN 6-1302 BUY NOW! NO MONEY DOWN! 18 MONTHS TO PAY!

Visitors' Program At Newark College

For the first time since the war, Newark College of Engineering will hold a Visitors' Day program this year, on Saturday, April 3, Dean Robert W. Van Houten, Acting President, announced today.

An exhibition of scientific displays, arranged and demonstrated so that persons lacking technical skill may enjoy and understand them as well as persons with technical training, will be the principal part of the program which is under the direction of the student council.

Robert Byms of Bloomfield, and Walter V. Tyninski of Jersey City, both seniors in electrical engineering, will head the committee.

This year's program, according

to the committee, will be one of the most elaborate scientific displays ever held in Newark. Instructive as well as unusual exhibits are planned by each of the college departments. Laboratory demonstrations and the operation of the latest engineering equipment will be featured.

The purpose of the program, which will last from 1 to 5 p.m., is to acquaint the people of New Jersey with the facilities and personnel of the college which is public supported; also to serve as guidance for young people interested in the field of engineering and to give the relatives and friends of students an opportunity to see the college in operation.

ADDED STRIPES

When the United States adopted a flag with thirteen stars in 1777, it also had 13 stripes, but when the first two stars were added, two stripes were also added in 1795 to make the present 15.

First white man to set foot in California was Juan Rodriguez Cabrillo in 1542.

ARCHITECTS HEAR TALK ON HEATING

Regular meeting of the Union County Society of Architects was held at the Chimney Corner, Cranford, last week.

The guest speaker for the evening was Lou Belford, of Minneapolis - Honeywell Regulator Co., who discussed types of automatic controls available for use in radiant heating installations.

He stressed the fact that proper control is necessary of the temperatures of the water and of the flow of the water in the radiant heating pipes in order to secure a satisfactory installation. The lecture was supplemented with slides showing schematic diagrams of these various installations.

Polio Treatment Center to Open

Plans for the opening of the first Elizabeth Kenny Institute in the East at the Jersey City Medical Center, Jersey City, were made known this week at a luncheon meeting of Sister Elizabeth Kenny Foundation officials, Medical Center and State representatives.

According to Sister Kenny, who came East to attend the affair, and Meyer C. Ellenstein, President of the Kenny Foundation of New Jersey, this, the second Elizabeth Kenny Institute to be established in the United States, will be the largest training and treatment center for acute polio in the country. The founding of this Institute will mean that for the first time the complete unmodified Kenny treatment will be available to polio victims throughout the Eastern area.

Commissioner Ellenstein announced that all financial arrangements for establishing the Institute at the Medical Center had been satisfactorily completed by Mayor Frank Eggert of Jersey City, Dr. George O'Hanlan, Medical Director of the Center and officials of the Sister Elizabeth Kenny Foundation, Inc. It is anticipated that the new Institute will be in operation within two to three weeks.

The Institute, comprising two complete floors of the Medical Center, will house 100 beds, a separate contagion section and an out-patient treatment department in addition to having available the complete medical facilities of the Center.

An expert tea taster can identify between 1,500 and 1,000 different teas, telling where each was grown, what variety it is, what season of the year it was picked, how it was processed, what it should cost and how it should be blended.

Connecticut boasts the greatest known assortment of dinosaur tracks, uncoupled millions of years old.



General Dwight D. Eisenhower purchases a sheet of Easter Seals from little nine-year-old David Taux to help along the current Easter Seals Campaign which began February 28 and will continue until Easter Sunday, March 28. The drive, sponsored in this state by the New Jersey Chapter of the National Society for Crippled Children and Adults, is part of a national campaign for funds to supply services for the handicapped.

FIRM IN PASSAIC PRAISED BY LEGION

Botany Mills, Inc., Passaic, employing 833 World War II veterans, has been awarded the American Legion National Employment Citation for "outstanding training and employment of disabled veterans."

Presenting the citation to Colonel Charles F. H. Johnson, president of Botany, at a dinner in honor of the event held at Botany Mills on March 5, Colonel Franklin D'Olier, Basking Ridge, first National Commander of the American Legion, stated: "This citation is awarded only to those companies who are foremost in fostering the training and rehabilitation of the country's disabled veterans."

Colonel Johnson, accepting the award said: "We of Botany have long been active in matters pertaining to the welfare of veterans. We are proud to be the recipient of this citation."

Residents to See Series of Films

Residents of Springfield, Millburn, Short Hills and nearby communities have been invited to an unusual film series including outstanding documentary, educational and experimental films which will be shown at Buxton Country Day School, Short Hills. The first of the bi-monthly showings has been announced for Wednesday at 8:50 o'clock in the school auditorium.

Mrs. Winifred Moore, director of the school, in announcing this project, said, "It is our aim to make available to the community these outstanding films which are not now generally available to the public."

The first program will include: "Instruments of the Orchestra," an educational film using Benjamin Britten's "Variations and Fugue on a Theme by Purcell," performed by Malcolm Sargent and the London Symphony Orchestra as the theme in an exposition of orchestral instruments.

It will also include "Willie and the Mouse," an amusing presentation of laboratory techniques in training mice and modern educational methods employed in the classroom.

"Meeting Emotional Needs in Childhood: The Groundwork of Democracy," is the third film in the program. It was produced by the department of child study at Vassar College and it deals extensively with the experience and attitudes of the seven to ten year old child in the home, school and community.

Shinkiang Province in China is also known as Chinese Turkistan, Chinese Tartary and Kashgaria.

County Cancer Unit Explains Program

In announcing plans for the fund campaign of Union County Chapter, American Cancer Society, Harry W. Kohler of Linden, county president, pointed out that the American Cancer Society is the only organization that conducts a nationwide cancer control program embodying research, service, and education.

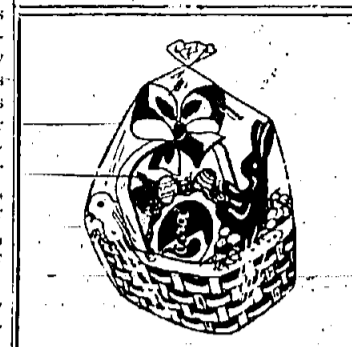
Mr. Kohler also stressed the local significance of the American Cancer Society appeal. He said:

"A large percentage of funds contributed to the American Cancer Society is spent in the county in which they are raised. This year, 50 per cent of the funds is being spent within the counties for medical service projects, to provide greater facilities, cancer dressings, special medications, transportation, and direct aid for cancer patients, and for education, to inform the public that cancer can be cured if caught in time."

"The American Cancer Society has no connection with any other organization raising funds in the name of cancer. April has been designated Cancer Control Month by the President and by joint resolution of Congress. During April, the American Cancer Society conducts its annual appeal for funds. It is only during April that a widespread appeal is made."

Nenniger Honored
Former Township Committeeman Harold G. Nenniger, field supervisor for the John A. Ramsay Agency in Newark of the Connecticut Mutual Life Insurance Company, has placed second among all of the company's supervisors in volume of life insurance placed by his unit last month. Nenniger has qualified for the ninth time for membership in the company's honor organization, The Dependables.

There are 72 fatal accidents per 100,000 persons, on the average, in the United States.



A complete stock of chocolate Easter Bunnies on hand at

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Springfield Bakery
"Treats That Can't Be Beat"

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Crusty, flaky,
So delicious,
Our pie-eating's
Repetitions.

For an extra hug from hubby, serve one of our delicious buttercrust pies.

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— T. Mulligan

Case Wants State Will Break Ground For Vet Hospital

Recognizing the fear of thousands of the 16-story, 1000-bed Veterans Administration Hospital to be constructed on the 35-acre Bamberger estate located in Newark, East Orange and South Orange, will take place on Saturday at 11 a.m.

The ceremony will be broadcast over Station WNJR in Newark. Guest speakers will be Governor Alfred E. Driscoll of the State of New Jersey and Robert W. Wilson, Deputy Administrator of the Veterans Administration in New Jersey and Philadelphia, Pa.

Prayers will be offered by Rev. Michael J. Corr, Rabbi Marlin Ransom and Rev. Harold Husted. Formal invitations have been extended to United States Senators and Congressmen of New Jersey, Newark, East Orange and South Orange, as well as to many prominent business and civic-minded persons.

It is planned to have the masting of the colors of the various American Legion Posts, Spanish American War Veterans, Veterans of Foreign Wars, Jewish War Veterans and other veterans organizations.

Case Wants State Railroad Control

The present bankruptcy law contains a provision which the representative said, had been certain of their regulatory powers in the case of railroads reorganized under the law. The representative questioned whether this had been the original intent of Congress and indicated his belief that any doubt as to the matter should promptly be resolved. He pointed out that the reorganization plan of the New York, New Haven and Hartford Railroad did contain provisions under which state control over service and operations had been vitiated and that, as a result, it now appeared that, service to a large portion of the population within that road's territory would be abandoned.

Representative Case's action in this matter has the support of the citizens of the communities on the Jersey Central line. He also has the active backing of an Inter-Municipal Group made up of representatives of fifteen municipalities between Somerville and Elizabeth.

The representative has been assured by the Subcommittee on Bankruptcy of the House Judiciary Committee that a prompt hearing will be given by the Subcommittee on his bill.

From a commercial standpoint the Chinook salmon is one of the most important food fish in the entire world, and it is responsible for an industry that runs into many millions of dollars every year.

Will Break Ground For Vet Hospital

The ground breaking ceremony at the site of the 16-story, 1000-bed Veterans Administration Hospital to be constructed on the 35-acre Bamberger estate located in Newark, East Orange and South Orange, will take place on Saturday at 11 a.m.

Prayers will be offered by Rev. Michael J. Corr, Rabbi Marlin Ransom and Rev. Harold Husted. Formal invitations have been extended to United States Senators and Congressmen of New Jersey, Newark, East Orange and South Orange, as well as to many prominent business and civic-minded persons.

It is planned to have the masting of the colors of the various American Legion Posts, Spanish American War Veterans, Veterans of Foreign Wars, Jewish War Veterans and other veterans organizations.

The ground breaking will be accomplished by Joseph K. Kronenberg, Jr., a veteran of World War II and a resident of the town of Sparta, New Jersey.

Colonel Williams extends to the general public an invitation to attend this commemorable occasion.

The American Legion, under the direction of Joseph G. Curly, Department Commander in the State of New Jersey, is assisting in the preparations and arrangements and, following the ceremony, will tender a luncheon to a list of invited guests at the Clubhouse of the East Orange Post No. 73.

Turkeys were brought back to Europe for the first time early in the 16th century.

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Hollow Mold Eggs	each 39c
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Girl Scout Birthday

More than a million and a quarter girls in every state and territory are celebrating the 36th anniversary of the founding of their Girl Scout organization. Here, in Springfield, we have approximately one hundred and eighty Scouts—and they are doing a good job. They are receiving training for grown-up responsibilities that will be theirs tomorrow, and they are having fun working, playing and planning together. They are a real help and an asset in our community.

To you, Springfield Scouts—to all Girl Scouts—"Happy Birthday." Congratulations on your past record and sincere good wishes for a continuation of your program of service, better citizenship and world friendship.

LETTERS TO THE EDITOR

Editor, Sun:

Entrance Signs

Following telephone conversation of this a. m. I am pleased to advise you that the Girl Scout Association of Springfield contemplates placing a "Welcome to Springfield" sign at at least one entrance to this town sometime in the very near future. The sign will be a metal one, or, if possible, one of the new type Scotch Light—illuminated, constructed of metal.

We are now working on plans for permission to erect same.

Yours very truly,
MARJORIE FREY,
Chairman, Sign Committee

Editor, Sun:

Misleading?

The statement in last week's "Sun" that "Republicans fumbled the ball on the appointment of the treasurer is misleading. It is obvious to a lot of political observers that effort is being made to get "machine rule" out of Springfield. The first thought of many in public office lately has been to serve the party first and the people last. However, last week's meeting of the Township Committee gave us a spark of hope!

Credit should be given to George Turk and Frank Kean for their part in appointing an independent to the post of treasurer. The same credit is due Fred Brown and Bob Marshall who ignored party wishes and voted as they saw fit.

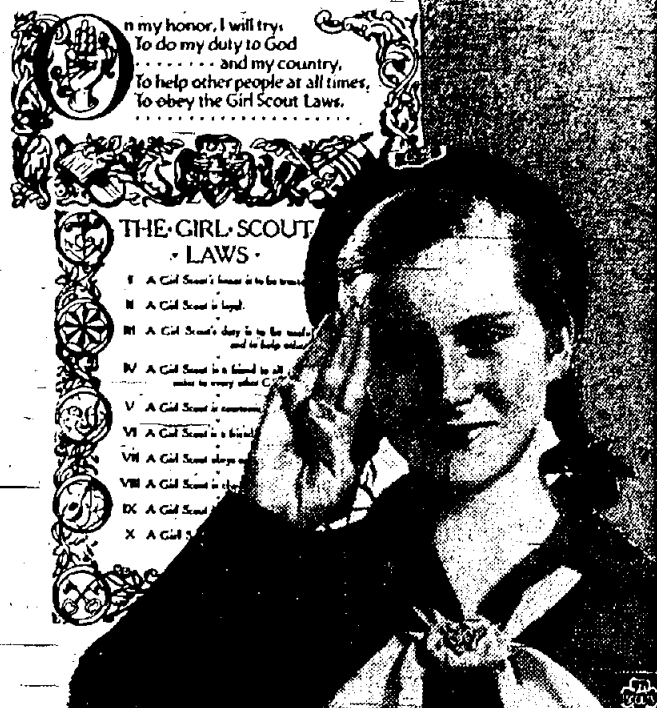
As long as men elected to public office stand on their own feet, and serve in the best interests of the people, a healthy condition prevails. We must be careful not to elect men who will serve merely as puppets for their party.

It is every adult's privilege and duty to vote in the coming election. You have only one question to answer: "Which of the candidates can we depend on to use his own initiative and judgment and serve Springfield honorably and wisely?" Give that man your support and help defeat the "hand-picked party mouthpieces."

WILLIAM F. STRUBEL
66 Washington Ave.
Springfield.

All species of Pacific salmon die almost immediately after their first and only spawning period.

On My Honor as a Girl Scout THE GIRL SCOUT PROMISE



The 36th birthday of the Girl Scouts finds them working together toward one big goal, "Girl Scouts United by Ideals." The ideals of scouting are expressed in their Promise and Laws; in their motto, "Be Prepared!" and in their good turns which build habits of thoughtfulness and service. Believing in their ideals, carrying them out in democratic ways, and having fun as they do so, Girl Scouts unite to make the world a better place in which to live.

Your Men in Washington

By ANDREW H. OLDER

WASHINGTON, March 10—It is not surprising that New Jersey politics have been uppermost in the minds of your men in Washington during the past week, although they have not been entirely neglected of their national legislative duties. Few of your state's lawmakers—and this goes for other observers here as well—can recall a more amateurish performance by professional politicians than has been displayed during the past two months as the GOP senatorial nomination has been fought over.

Senator Hawkes' withdrawal last week has not cleared the atmosphere, with the congressional delegation still split between candidates Hanger and Hendrickson. There are some who want neither of these men—but will support whoever wins the primary contest.

Privately, the state's congressional delegation is greatly concerned about the ascendancy of Ab Hermann. Still number two man in Senator Smith's office, Hermann is managing the Hendrickson campaign.

In the event Hendrickson is the primary victor—generally expected here—Hermann will be in a key position with both senators. It is also assumed that the GOP will carry New Jersey in November.

And in the event the Republicans capture Washington—which most of your men here also expect—Hermann will wield tremendous power over federal patronage jobs for New Jersey.

Senator Smith delivered a major foreign policy address on the Senate floor last week. A leading supporter of ERP, he called for united American support, "positive and not grudging," designed to "help nations to help themselves."

He stressed the importance of Western Germany to the program, drawing upon his observations while in Europe last year.

Last week, too, Smith was among the signers of the Senate Labor Committee's favorable report on pending legislation to establish a permanent Fair Employment Practices Commission.

Senator Hawkes' chair on the Senate floor was noticeably empty as his colleague spoke on ERP. The two men are as far apart in their views on this subject as they are on most other subjects. Although he has had little to say on the Senate floor on the matter, Hawkes has been a leader in the behind-the-scenes drive to cripple the plan.

YOUR LIBRARY

The atom bomb has been perfected and has proven its hideous potentialities. It was the answer to a great scientific problem but now we are confronted with an even greater one—how to avoid using it?

The humanistic approach seems the clearest, one that can include every individual. For those of us who must stay within our own more or less narrow confines, reading seems the one and only answer. The right books will help us to know and understand our world neighbors and thereby maintain tolerance in judging them; always keeping up our own standards for them to judge us by, and never losing sight of the goal set for us so many years ago.

Books by such writers as John Gunther, John G. White, Robert St. John, W. L. White and Walter Lippman make timely reading today. Among the new books added this week are: "The Professor's Umbrella" by Mary Jane Ward; "Send for Miss Corn" by Charley Robertson; "Son of the Moon" by J. G. Hittree; "Path of Thunder" by Peter Abraham; "The Queen's Physician" by Edgar Maass; "Lake Okechobee" by Alfred J. Hanna.

EASTER SEAL SALE TO ASSIST LEAGUE

Edward A. Stiles, executive director of the New Jersey Chapter of the National Society for Crippled Children and Adults, announced that at a meeting with officers at the Cerebral Palsy League of New Jersey and representatives of the New Jersey Chapter in Newark last week, plans were laid for supplementing the fine work the Cerebral Palsy League is doing.

"Through funds raised during our current Easter Seals Campaign which continues until Easter Sunday, March 28," Mr. Stiles said, "we hope to provide extra equipment for the League's Out-Patient Cerebral Palsy Training Center at the Hospital Home For Crippled Children in Newark. One of the first pieces of equipment to be purchased will be a speech recorder which is very important in their speech training program."

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in our society column every Thursday. Through it you can enjoy the "social doings" of our community.

Let us know the details of affairs you attend, guests you are hostess to, and week-end trips of your friends and family.

SPRINGFIELD SUN

(Ask for Society Editor)
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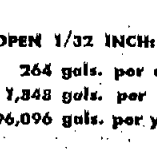
96,000 gallons of WATER

HERE ARE A FEW TIPS TO HELP PREVENT SUCH WASTE:

1. Check all water outlets. Have plumber repair any leaks found.
2. Watch hot water faucets particularly. Hot water gaskets are affected by heat.
3. Check flush tanks of toilets. Place laundry bluing in the tank. If there is a leak, the water in the bowl will be colored. Try this several times as leaks are sometimes intermittent.



DIPPING:
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1948

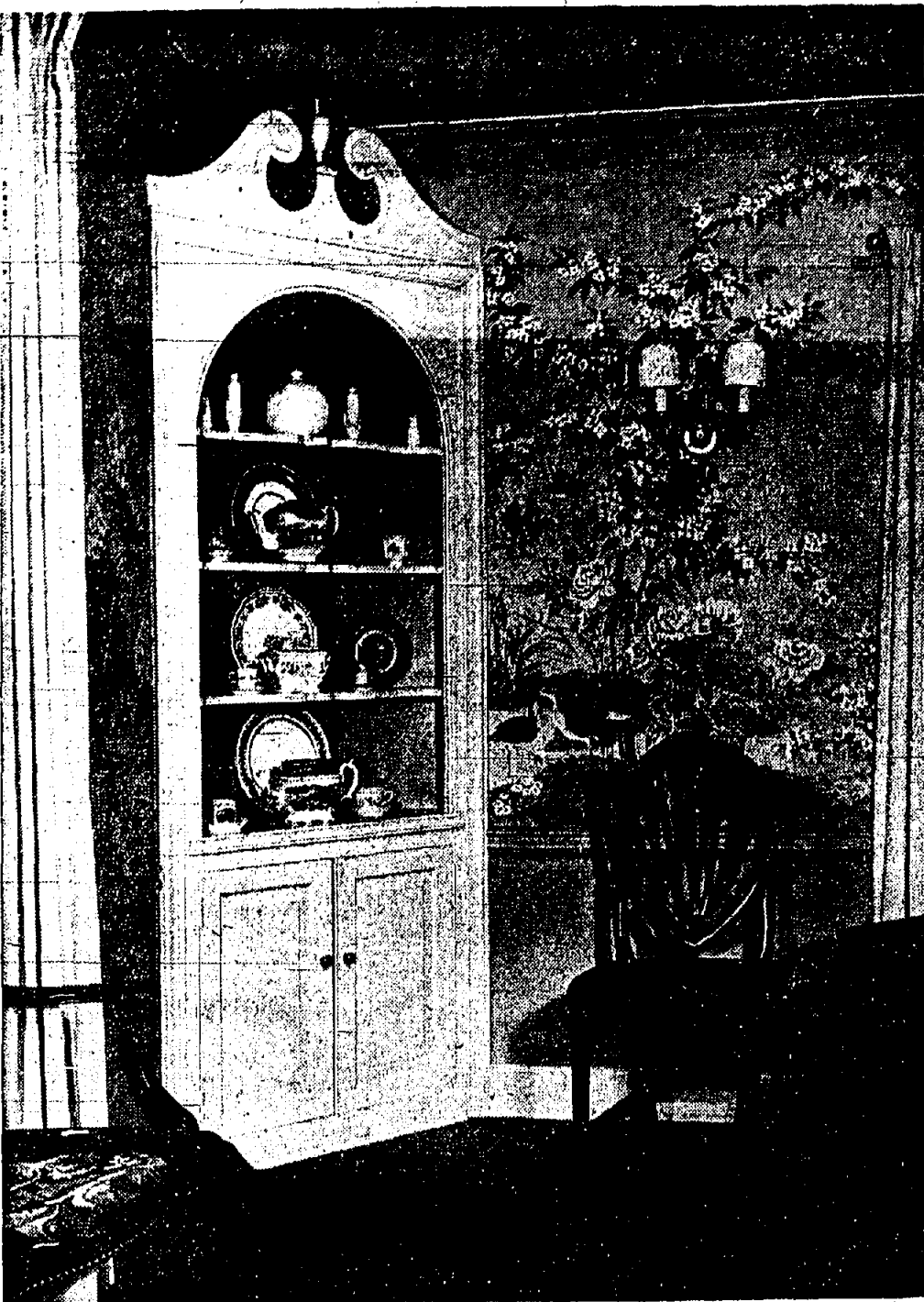
THE SPRINGFIELD SUN

SECOND SECTION

SPRING FASHIONS
1948



Hahne & Co.
NEWARK · MONTCLAIR



A SCENIC WALLPAPER featuring blending tones of grey varying from green grey to mauve grey forms a background for lovely antique furniture and oriental rug in a corner of the dining room in the home of Mr. and Mrs. L. A. Cross of Colt Rd., Summit, N. J. Decorators: The L. H. Nolte Co., 311 Springfield Ave., Summit, N. J. Member of the American Institute of Decorators.

A Lift for Your Wardrobe—With What You Have

Every woman's heart yearns for new clothes in the spring. But you can give your wardrobe a lift without buying a thing, according to Emily Wilkens, who tells you, in McCall's for March, how to reorganize it in 10 methodical steps:

"First, put on your pet fatigues and dump out your entire closet onto your bed. Pile the dejected items at the head, 'beats' at foot. Second, scrutinize good things. Pin 'new spill seams,' fasten snags, notes to clothes to hasten your needle finger. Third, section off closets neatly with labeled cardboard for dresses, suits, blouses, etc. Run ribbon through label, tie to clothespole.

"Four, don't waste space with never-worn frocks. Try a swap party. Bend what's left abroad. Five, plump accessory drawers onto the bed. Experimenting's fun—odd tricks with belts, scarves, jewelry brighten tired outfits. Six, look at your shoes. Send off those needing repairs. Use stuffers to preserve shape. Keep them on racks.

"Seven, keep your evening shoes unmarred by storing in dustproof, labeled boxes. Decorating boxes with gay shift edging brightens closet. Eighth, save your money for a long plastic bag. Your evening dresses will stay fresher—soft padded hangers keep them in shape. Nine, be sure to keep a clothes brush handy—then you won't forget brisk brushing before hanging things up. Ten, avoid last-minute panic. Plan what you're going to wear for big dates in advance. List the whole outfit on your engagement pad."



Pretty Pink Make-up For a Pretty Pink Look

We think that "the lass with the delicate air" should be consistent and cultivate the idea of prettiness in her face as well as her clothes. And Prince Matchabell agrees, for their Spring lipstick color has the happy name—Pretty Pink. In this instance, pretty is that pretty says. For Pretty Pink, in spite of its gentle color, has the vibrance, the flower-petal freshness of an exquisite pink camellia. Here's a color that's natural, but not naive. . . dramatic, but not artificial. And most important of all, it's a shade specifically designed to harmonize with this Spring's fashions. . . for color forecasts tell us that pastels will be the thing. Jordan almond colors of pale, pale green, heavenly blue, mauve, violet and "pink" Pink in all its subtle variations. . . Naturally, your complexion must have that delicate air as well—so Prince Matchabell brings you the Pretty Pink Face Powder, too. . . black sheer over a lemon yellow to dust lightly over a light shade of foundation cream or lotion. Gosh the mask-like look—and in its place, the complexion of a Dresden shepherdess. . . the Pretty Pink Look.

YOUNG AND SOPHISTICATED—an artful combination smart girls emphasize by the clothes they wear. Running from ruffles and frills and other conventional what-not considered the thing-to-wear by unimaginative elders. . . their philosophy draws them to the conclusion that a fine line well delineated is better than much ornamentation over confused workmanship. Their daytime dresses are functional and outstandingly restrained, their evening clothes sleek and frankly outspoken about their youthful attractions. Cut to the ideal is this after-dusk dress on pretty Barbara Bol Geddes. Of black sheer over a lemon yellow sash slip, it's strapless, has a draped bodice as low as propriety permits, in such perfect taste it won't raise an eyebrow.



THERE'S AN EMPHASIS on Navy in Harry Shacter's new softly tailored suit. The small navy-and-white checks of the full, flared skirt are repeated at the sleeve and hip-line cuffs of the solid navy jacket. From a collection of better suits at Hahne & Co.

"Stripe Tease"

Spoven stripe is a raised woven stripe that may be either satiny or dull. In contrasting stripes, it is vivid and vibrant, good for spectator sports dresses, playclothes, blouses, pajamas, negligees and bathing suits. With a monotone background, the stripe is more subtle. Made of acetate the fabric has body and is crease-resistant. One converter has named it "stripe Tease."

Swiss-Type Sheers

Woven of 100 per cent Egyptian cotton staple, Swiss-type sheers are summery and feminine, coming in solid dark or light colors and in feather-light and cool, they are ideal for blouses, children's wear, negligees, garden party dresses and brides' and bridesmaids' gowns. Of course, they launder divinely.

Much Ado About Accessories

For every blouse there's a gamut of wonderful skirts: pleated ones, gathered ones, flared ones, a few padded through the hips to gain still more fullness. For street-wear they are 13" and 14" from the floor, for dancing under the moon they are ankle length and longer. This season there is much ado about petticoats. They have come out of hiding to show crisp white eyelet ruffles, and swooshing in Alluraeol. Contrasting with these striped or solid taffeta flouncers are bold, colorful floral prints in flowing Celanese Japanese.

In addition to making a pretty feminine, they contribute fullness from the hip down.

Variety of Designs in Celanese Blouses

Celanese blouse fabrics in print add their color to the fashion picture this spring. Slugging a return is the polka dot, accompanied by neat, geometric and geometric stripe designs, like the new "Indian Symbols" and Eskimo Pipe" prints in Alluraeol. Contrasting with these striped or solid taffeta flouncers are bold, colorful floral prints in flowing Celanese Japanese.

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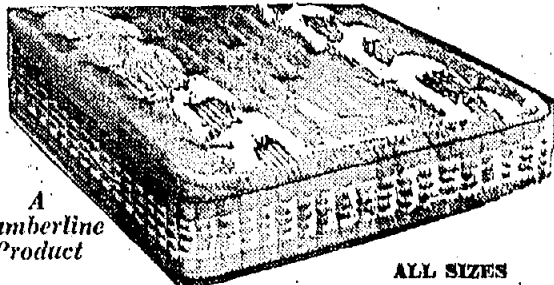
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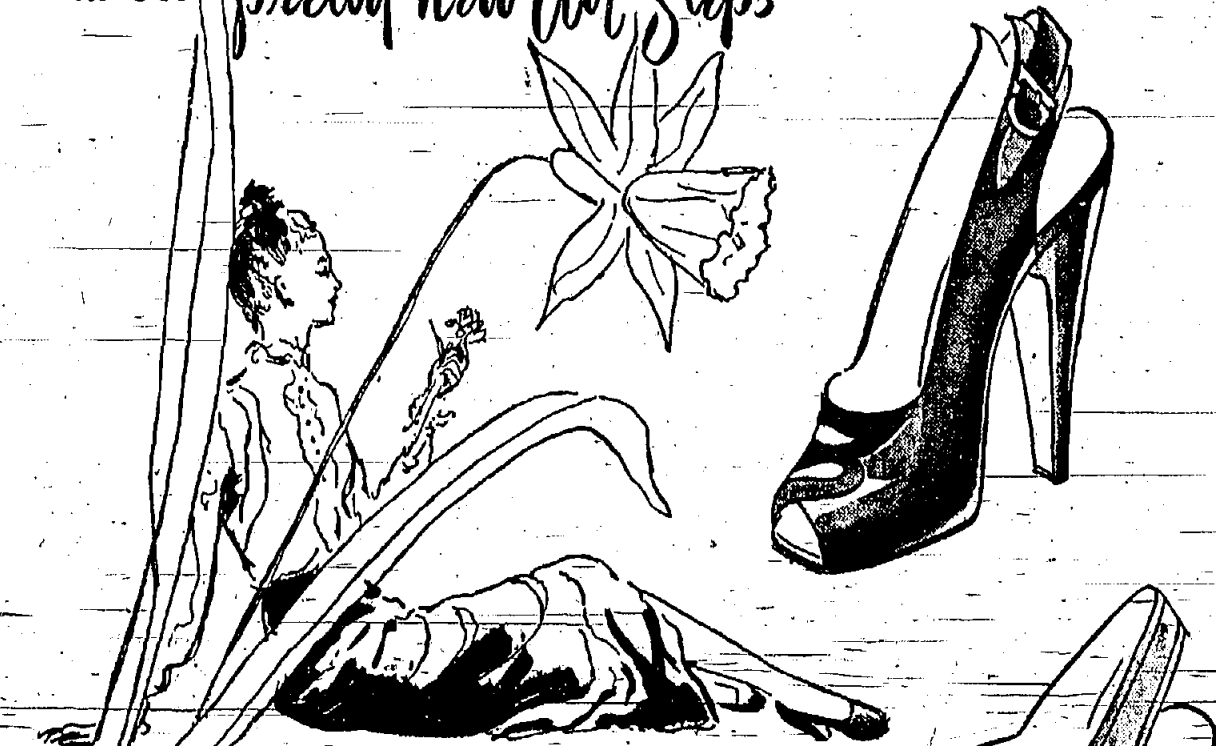
SKY-HI is the specially proportioned two-way stretch girdle, with the added length and thigh control you need; stays up at the top, down at the bottom. Raschel-Knit of non-run Laxtex and DuPont rayon with diaphragm-moulding front panel. Girdle or panty girdle in long sizes 28 to 34. Tearose. . . \$5.00.

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Crowning Story



It's the fashion to change coiffures with styles but if you find your type limited to one flattering hairdo, it's a mistake to affect any other. Joan Davis, who proves here she can be glamorous too, found this soft updo gave her face a more interesting look and chose to wear it in the RKO Radio-comedy, "If You Knew Susie," co-starring Miss Davis with Eddle Cantor.

One of the neatest ways to wear short hair is swept back off the ears and secured with a decorative comb, a look preferred by Barbara O'Neil. All side and front ends are drawn forward into ringlets on top. Back hair is turned under and fastened with bobby pins.



The voluptuous brunette beauty of Rhonda Fleming calls for a long hair coiffure coiled at the nape. A view of a double-eight arrangement on the classic theme is seen here. Fascinatingly enchanting on the right wearer, it's easy to manage. Hair is drawn back, snared with a ribbon or elastic band and divided in two. Then the long ends are each twisted loosely into a figure eight and placed together from the top of the right ear to a point just under the left.

Ready for Rain



RAIN NEVER DAMPENS the spirits or the person of a girl who's dressed for it. On the contrary, she sings a different tune from the old refrain, not minding a bit when wet-weather carries a while.

The double-breasted coat is of brightest red gabardine, featuring close-fastened wrists to keep out seepage, slash pockets and a rolled collar. The hat is of red and white checked gingham and waterproofed, as is the umbrella, extra precaution against smudging of makeup in heavy down-pour. High boots, to brave storms, are black rubber.

FEMININE TOUCH

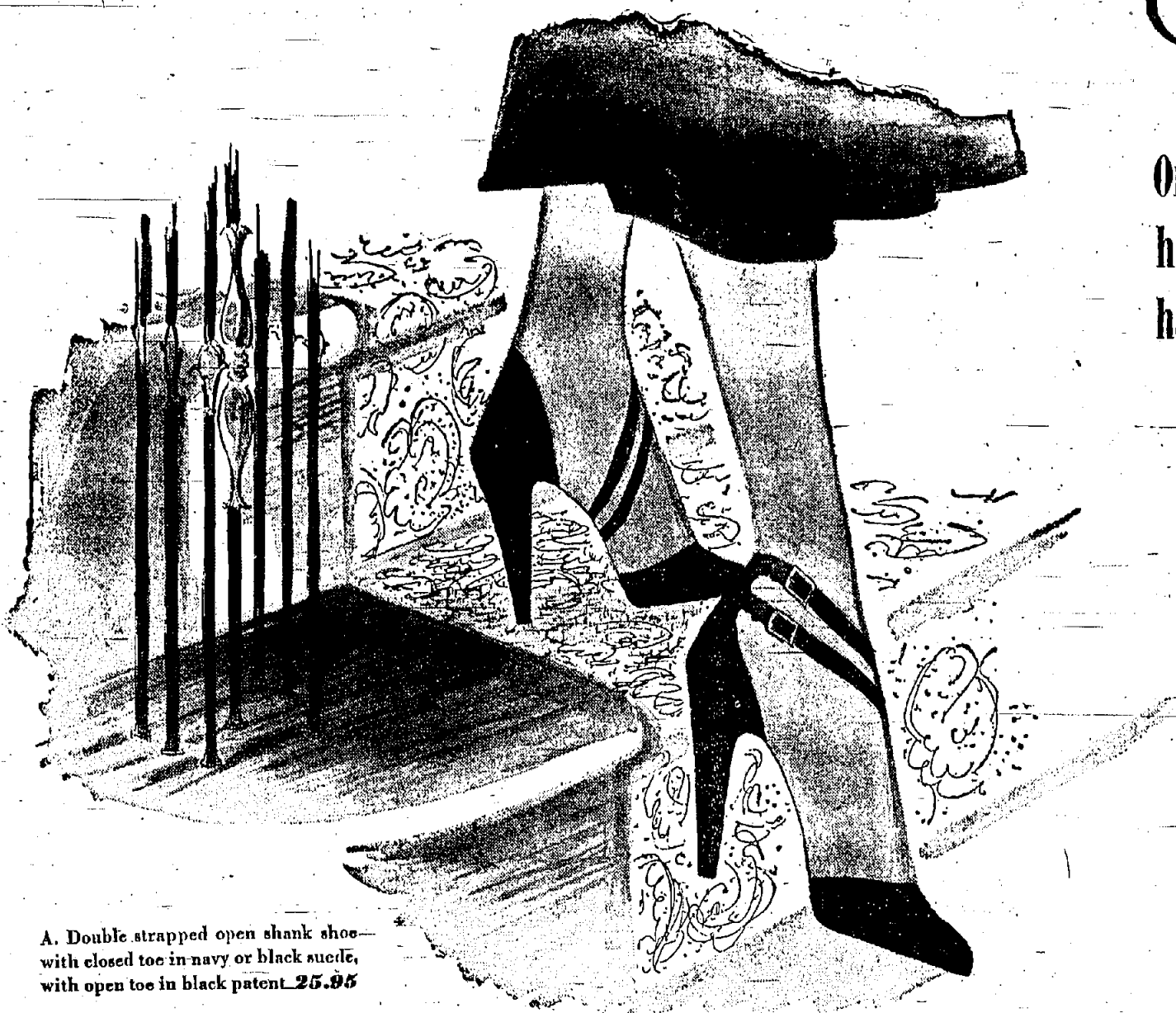
A lovely neck, a favorite dress deserve the added glamour of jewels. They are the special touch that identifies you with femininity.

To win you this personal approval, jewels need not shout price so long as they cast an aura of beauty, instillate your costume with originality. Patricia Roe wore a heavenly collar of pearls and precious gems around the neck of a simple black velvet gown. Made of five strands of pearls attached to a circle of rubies, it endowed the ravishing Miss Roe with the romantic distinction of a story-book princess.

Oranges and Pickles

Combine coarsely sliced orange and pickle onion with a lemony French dressing. Chill thoroughly and serve in avocado half shells for an unusual winter salad.

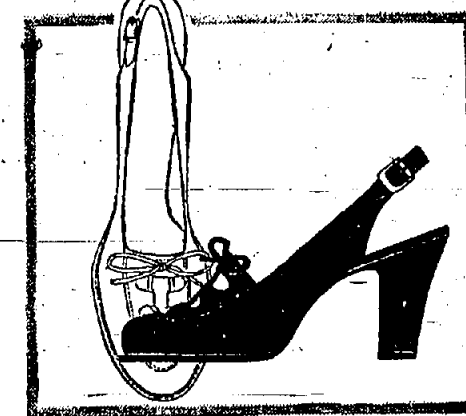
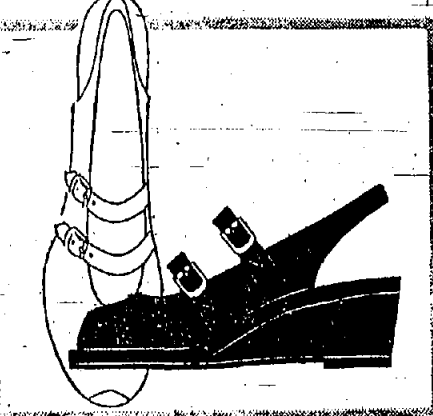
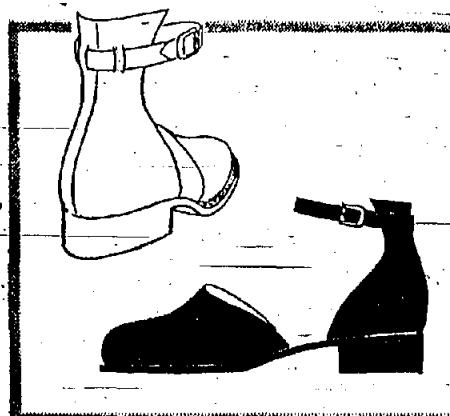
Bamberger's



Only Bamberger's in all New Jersey has I. Miller Shoes, has them in such wide variety

For 55 years, Bamberger's has been famous for quality, famous for fashion. For 55 years, I. Miller has been famous for quality, famous for fashion. Small wonder, then, that Bamberger's is headquarters for I. Miller shoes in New Jersey. The I. Miller shoemakers are craftsmen proud of their skill, proud of the excellent fit, proud of the fine lines of their shoes. They're among the few makers of hand-sewn and hand-turned high fashion shoes. You'll find these beautiful shoes, from country brogues to party satins, only at Bamberger's. Shoe Salon, Fourth Floor.

A. Double strapped open shank shoe with closed toe in navy or black suede, with open toe in black patent. **25.95**

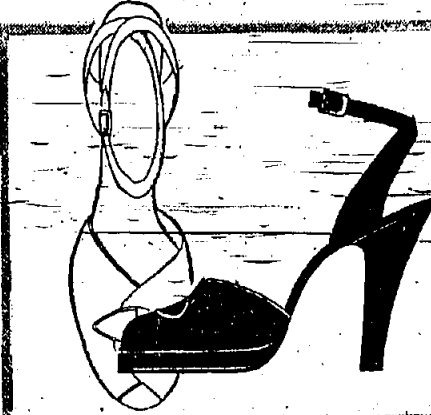
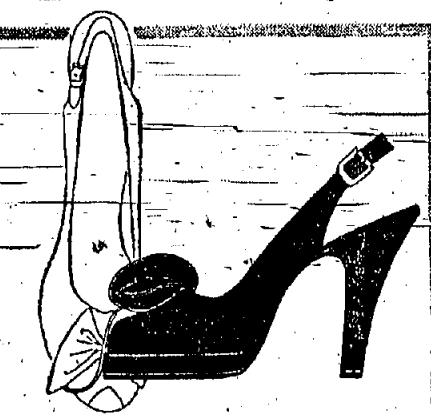


B. Millerkins closed toe, high back ankle shoe comes in soft black suede with stitched extension sole. **18.95**

C. Whistletop oxford with moccasin-toe that comes in black or tan in soft elkskin. **15.95**

D. The double-buckled wedge shoe with open heel and toe in blue or black suede and calf. **16.95**

E. Gillie-laced pump with open back, closed toe and extension sole, comes in navy blue calf. **18.95**

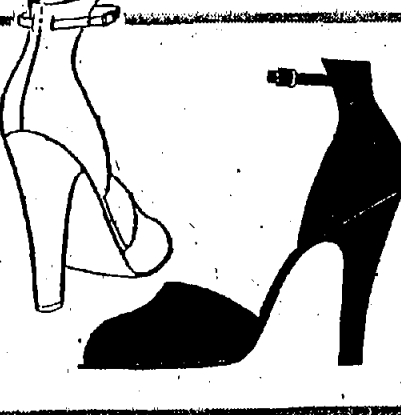
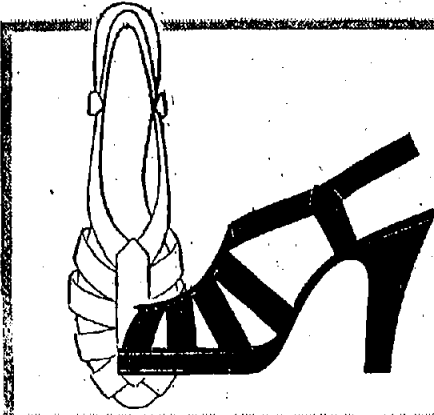
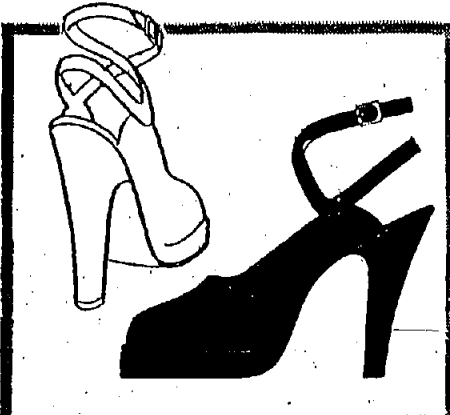


F. The classic opera pump in navy blue, cocoa or black suede, or blue calf, or black patent. **21.95**

G. The twisted-bow sling pump with platform, in blue calf with either high or medium heel. **25.95**

H. The new back-twist ankle with platform comes in navy blue or new, exciting deep orchid calf. **25.95**

I. The draped ankle with steep heel and deep platform comes in black patent leather. **27.95**



J. The sling pump with wrap-around ankle, open toe and platform comes in soft, rich black suede. **25.95**

K. The Degas strip-tenon sandal of elasticized suede comes in navy or black with platform. **24.95**

L. Double ankle shoe with deep platform and open toe, comes in navy blue or cocoa. **27.95**

M. The "Merry Widow" with open shank, high rising heel comes in black or white rayon satin. **22.95**

L. Bamberger & Co., "One of America's Great Stores," Newark 1, N. J.

'Bold Look', New Fashion Trend for Men, Explained by Leading Store

There will soon be a great deal of bally-hoo in our newspapers and style magazines about a definite style trend for men which is being sponsored by Esquire Inc. There have been a few hints in the newspapers already of what is to come, but the real blast will be touched off in the April issue of Esquire, so advises R. G. Cole, Maplewood haberdasher for men and boys.

In an effort not to be outdone by the "New Look" for women, Esquire stylists have created for men what they call the "Bold Look."

Men's apparel under this theme will lean toward the more rugged, bright, more emphatic designs, patterns, colors, and combinations. Neckwear will be clear, sharp, bold in design and color, featuring bigger checks, wider stripes and bolder, more widely spaced figures. The ties will be tied with a Windsor knot.

Shirts will have wide spread collars with bold stitching 1/2 inch from the edge with similar effect on the center pleat and French cuffs.

Hats will be snap-brim in rich cinnamon brown color with contrasting black band and gunmetal gray binding which will be more prominent on the under side of the brim.

Coats will be more fully cut

through the shoulders and chest, slightly longer, and with less padding in the shoulders.

Suit materials will be of tweedy soft goods in three button, single breasted style.

Socks will have heavy appearing cable stitch designs, broad ribs and broad clocks or panels. Heavy brogue shoes will be preferred.

Jewelry such as cuff links, tie bars and key chains will be heavier and more rugged, and even handkerchiefs will bear a husky border of 1 3/8 inch width.

This all sounds pretty extreme for most men in this suburban area. Styling has, however, been leaning toward the "Bold Look" for some time now and we believe there is merit in some of these suggested styles.

For instance, neckwear today is in line with what is represented by the "Bold Look." Women have done much to influence this change. Shirts with spread collars are becoming increasingly

KRESGE COVER-GIRL
YARDS OF SWIRLING gun metal taffeta are used in the skirt of this Aldrich Original from the costume salon at Kresge - Newark. Jacket is nipped-in in contrast to skirt fullness. Hat and parasol are in Navy blue with touches of white to match the petticoat that peeps beneath the skirt. (Page 8).

more in demand. We have had brown hats in our 'Knox line that have black bands; heavy jewelry and wide rib and cable stitch style socks.

We believe that a tempering of the "Bold Look" is in order for us. We do not agree with the extremeness of the look, so we are going to promote a "Modified Bold Look." Many men in this area will be interested in a modification of this style trend but we also are well aware that many more will go along with the more conservative styles and colors of the past.

Ponemah Shantung
Ponemah spoven shantung is very light in weight, cool and airy. An all-Viscose fabric, it is equally good in dark or light colors, in dull or glossy finish. Especially suitable to one-piece cocktail or daytime dresses, light summer suits, spectator sports-wear and bathing suits.

A Little Flair Works Magic

If you're a smart career girl who plans her wardrobe to go with her mode of existence, you undoubtedly have suits and dresses which you would like to refurnish artfully to give them a new lease on life. In this case your best bet is a wide collection of collars and dickeys. Clever girls whip up an original idea for a suit front with one or two colorful scarves or a lace handkerchief and a cutting of ribbon. Look closely at this pretty collar line on a suit worn by Nancy Coleman. It looks like a specially made collar. Actually it was contrived with two hankies stitched together loosely near the edge to ruffle, the rest forming the dickey. A little velvet bow secured with a jeweled pin sparts it with elegance.

Sweeten the Ham
One cup red jelly mixed with one-fourth cup hot water makes an excellent glaze for a ham. Or brown-sugar moistened with leftover sweet pickle juice may be used.

One Hat with Two Points of View

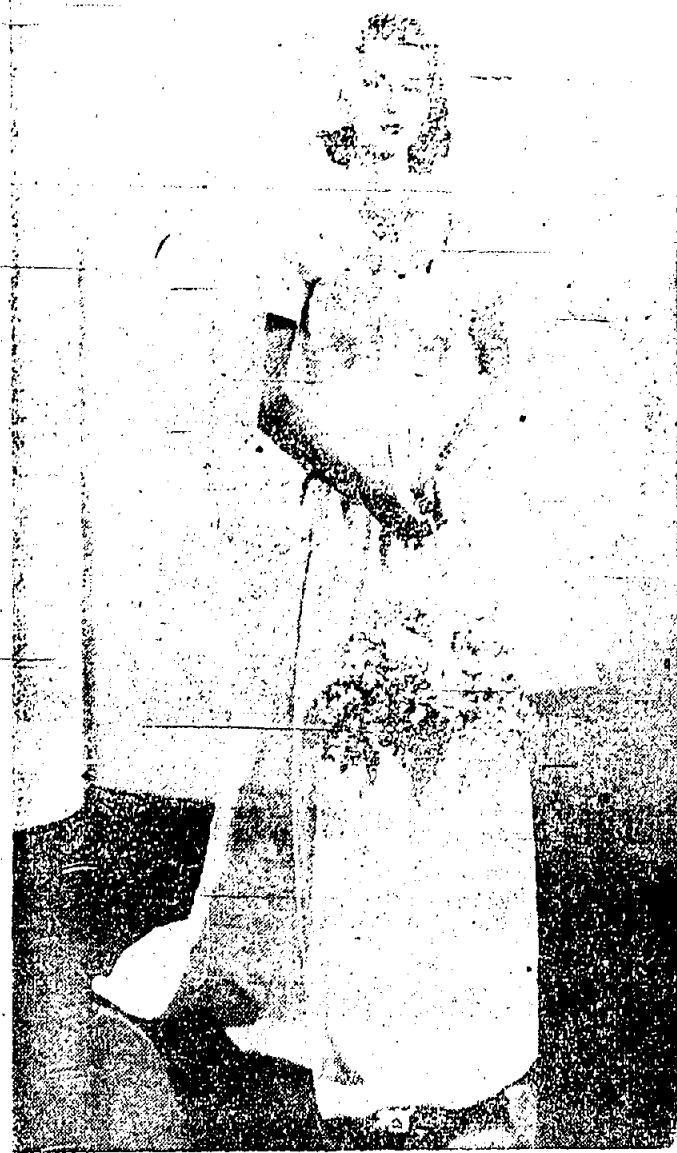


FOR THOSE WHO LIKE COLOR, the discreet little felt hat takes on boldness with the addition of a swirl of pheasant feathers on its brim. An example of this truth is the jaunty turn it gives the maple leaf gold felt worn by Virginia Huston. The swooping bird is vivid green and scarlet, the tall feathers gold and drupe down the shoulder in a wonderful way.

A HAT THAT accommodates itself to your daily moods is exciting, says blonde young Jacqueline White. You can see that what she means is this maple leaf gold beaver felt with the wide rolled brim that acts as a perfect backdrop for the jeweled sword. Cover the brim with feathers or ribbon and, presto, you have a new hat.

Brilliant Accent
Want to salvage that old chest in the attic? Paint it shocking pink or emerald green and use it as the only bright accent in a white-walled room.

That Tweedy Look
A nubby cloth resembling a homespun in texture is Brighton hoseknit composed of Viscose, acetate and cotton. Casual with a tweedy look it is good for jackets, suits and play clothes.



OUT ON CLASSIC LINES—Dazzling white Peter Pan Bldseye Plaque is used for the wedding dress that provides the grand finale to the McCall Show "Cotton Collisions" now being shown in toy-stores-throughout the nation. Shown here is Miss Matilda Nell, the 1948 Maid of Cotton. Her veil, designed by Edward Paine, is also cotton—using cotton pet and lace in an unusual manner. Dress is from McCall Pattern No. 7100. Peter Pan Bldseye Plaque by the yard is in the present collection of quality fabrics at F. L. Cassidy, Inc., (The Fabric Corner) Prospect at William street, East Orange.



THE NEW LOOK of this opera pump is characterized by very low vee-cut throat, longer more slender lines. Pump illustrated in navy blue, also in patent leather at Harrison Brothers.

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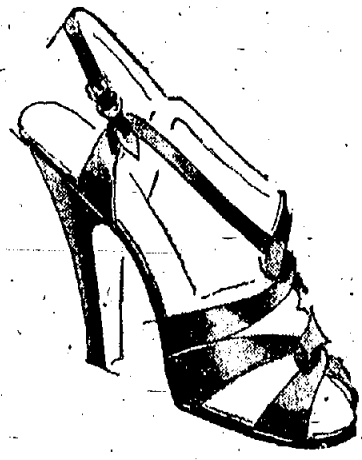
BLACK scalloped opera,
a De Liso Deb. 12.95



GREEN calf with white domino dots by Florsheim. 18.95



BALENCIAGA Suede, a Salon Original. 19.95



RED calf sandal,
De Liso Deb. 16.95



MID HEEL Casual
classic in red. 14.95



MID HEEL DeLiso Deb in black calf. 14.95



Pretty RED calf Flat. 7.95

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Sub-Deb Program Teaches Girls How to Model

A sub-deb program to give high school girls a glimpse of the glamour of fashion "know-how" and to present basic rules for self improvement is now being sponsored by L. Bamberger & Co.

Eighteen schools in Northern New Jersey are now participating in the "Bam Belle" spring program which includes one fashion show at each high school and classes in the store for students selected by their teachers as having an aptitude for fashion training.

Bamberger's talent scout, Mrs. Maxine Sattel known as Betty Barrett, directs the program which includes Saturday classes in fashion photography, display, modeling, make-up, and hair-style.

A New York professional model, who appears in metropolitan fashion shows and poses for illustrations used in national advertising, heads the modeling classes. She teaches technique of the runway promenade and how to wear clothes to best advantage, as well as how to walk and sit gracefully. Girls who take instructions are often invited to model in the store.

The fashion photography class is taught by a young woman who sells her pictures to national magazines. Sub-deb poses in clothes from the Justeen shop and learn tricks of the trade of fashion. A number of girls will be used as models in Justeen advertisements.

Teenagers in the display classes have an opportunity to select costumes and to dress mannequins for such occasions as aid meals, dances, classroom, and even graduation exercises. Mannequins dressed by the girls are displayed in the Justeen department for a week.

Bamberger's Chantry Beauty Salon gives the good grooming instruction. Educated, hair stylist-designers—a hairdresser for each girl and a make-up technician demonstrates application of cosmetics.

The spring program will include twenty girls from each of the following schools: Belleville, Bloomfield, Grover Cleveland (Caldwell), Kearny, West Orange, Weequahic (Newark), Summit, Millburn, Clifford J. Scott (East Orange), Nutley, Rutherford, Hillside, Henry B. Whitehorn (Verona), and Jonathan Dayton Regional High School (Springfield).

Magnify Your Beauty

Girls who peck into their mirrors frequently in public do so generally because they are unsure of their looks. If you are in this class it's well to know that one of the simplest ways of overcoming the insecurity is by studying your face in a magnifying mirror before leaving home for your destination. The magnifying mirror will reveal your skin in clearest detail and point up its dryness or oiliness. From then on it's up to you to correct the condition. By all means use a magnifying mirror if you employ rouge to help you place and blend it properly. And if you enjoy the habit of eye makeup, the enlarging mirror is in very good order to prevent smudging.

Fashion News and Personalities Featured by Allie Lowe Miles



Want to know the inside of fashion news? The new styles, trends, and hints on beauty? You can be kept up to the minute on all fashion events by spending a half hour with Allie Lowe Miles at 10:30 each morning on station WNJR. At that hour Miss Miles, a fashion expert of long standing, brings you the latest on the new look as well as other items of interest and invariably a well-known personality.

Sponsored by Robert Wuensch & Co. of East Orange on Tuesdays and Thursdays, Allie Lowe Miles makes it a point to always say nice things about the Wuensch establishment. She is particularly impressed with the nice lot of skilled salesmen in the children's shoe department, and the cross-like stage in that department where kiddies are fitted

with shoes beneath the spotlights, adding atmosphere and color and helping the child sit still too) to a usually dull chore. Miss Miles is particularly suited to reporting fashion news, having been a designer of women's and children's clothes, as well as making it a point to be present at all the important fashion shows in and around New York. She has had many fashion shows on the air.

What has she to say about the "new look?" "Women are more fashion conscious than ever before," she insists. "They want a waist like grandma's but do not want the feinting spells that went with them. They can get that slim waist and comfort, too, in the new scientifically designed foundation garments especially prepared for the new styles in clothes."

Ten Women Most Admired in U. S.; Poll Gives Mrs. Roosevelt Big Lead

Who are the ten women most admired by Americans today? The Gallup Poll found the answer to that question for Redbook Magazine. Reporting on the interesting results in the March issue, William A. Lydgate, Gallup Poll Editor, writes:

"From coast to coast interviewers asked men and women in all walks of life, 'What woman living today in any part of the world that you have heard or read about do you admire the most?'"

"The winner by a wide margin is Eleanor Roosevelt, who was named by more than three times as many people as the next most-admired woman, Sister Kenny. It is interesting to note that no motion-picture actress is among the top ten, although a famous radio star, Kate Smith, is represented. Nor are any women educators or college presidents, stage actresses, sportswomen or American society women ranked among the first ten. The leading choices of men interviewed are identical with those of the women polled, indicating that when a woman has praiseworthy qualities she is ad-

mired equally by men and women. "Six women tied for eleventh place: Queen Elizabeth of England; Marian Anderson the singer; Actress Betty Grable; Congresswoman Helen Gahagan Douglas; Margaret Truman, daughter of the President; and the Duchess of Windsor.

"Eleanor Roosevelt, wife of the late President, is the woman most admired by Americans. She is a popular newspaper columnist and is U. S. Representative to the United Nations General-Assembly. Sister Elizabeth Kenny, Australian-born nurse, is famous for devising the Kenny Method of treating infantile paralysis victims. Madame Chiang Kai-Shek, Wellesley College graduate and third on the list, is the attractive, astute wife of the leader of China's ruling party. Clare Booth Luce was next. Author and playwright, she became nationally known during her two terms as a Congresswoman from Connecticut. Helen Keller, the fifth in popularity, has been blind and deaf since the age of nineteen months, but is famous

Shorter Sleeves And Gloves Give Bare-armed Look

This spring, short, short sleeves team with short, short gloves to create a new "bare-armed" look from shoulder to wrist and to make the purchase of your spring gloves an important investment in fashion.

For short gloves in fine leathers are a leading fashion feature for spring. Shorties will go with everything this year: they'll accompany tweed suits, sheer wool afternoon dresses and even cottons. And they'll be most important for after-five and evening dresses.

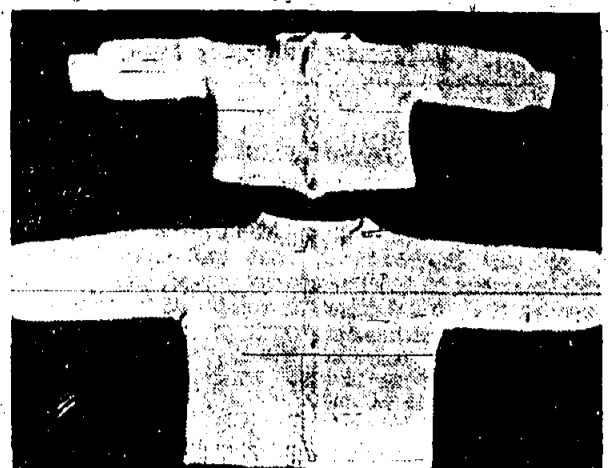
Fine, hand-sewn French deskid gloves by Kiplav, in soft shades of cream and beige, are shown with ballet-length cocktail and evening dresses with brief, cap sleeves, off-the-shoulder necklines and no sleeves at all.

Other short gloves, with a touch of novelty stitching on the back, are matched to rough-textured short-sleeved sweaters, to sleeveless blouses and sports dresses. And short glove gloves, as soft as the precious kid gloves of a century ago, accompany filmy organza and a whole range of lightweight fabrics. Kiplav gloves are practical even in the pale shades of this season's fashions, because all of them are washable.

Important as the short glove is, however, it is not the entire glove story. Longer gloves, in four or six-button lengths, are perfect with suits, furs and long-sleeved dresses. These longer gloves are smartest in classic, elegant styles and soft, muted colors.

the world over as a lecturer and writer.

"Princess Elizabeth, who received next place on the list, is now the Duchess of Edinburgh. She has won admiration in America for her charm, poise and unassuming manner. Dorothy Thompson, influential political commentator and columnist since 1936 was seventh. She first gained fame as a foreign correspondent. Eighth among the most admired women was Kate Smith, favorite of millions of listeners, who made her radio debut in 1931. She began singing in a church choir at the age of four. Bess Wallace Truman, wife of President Harry S. Truman, America's First Lady, was ninth. She is widely admired for her simplicity and dignity. Queen Wilhelmina of Holland, achieved tenth place. Ruler of the fast-flying Dutch empire, she has guided Holland for fifty years and through two World Wars."



THE PROOF IS IN THE WASHING — Both these hand-knit baby sweaters were the same size before washing! They were both washed at the same time, the same way, the same number of times. The one above is made of ordinary yarn, the one below is made of Wonderized yarn, a new process that makes yarn shrink-proof and anti-matting. Each is made with Fleisher and Bear brand yarns it is carried in all shades, and weights by the Mac Lean Sewing Center, 157 Maplewood Avenue, Maplewood.

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The OLD and the NEW

In a half century, the changing pattern of women's fashions is kaleidoscopic. While mere man's styles have evolved at a snail's pace, feminine fashions have raced madly around the base paths and returned once again to the beginning—or nearly so. What actually happened is that women's styles have finally reached home plate, after the runners on the base paths passed one another time and again and so mixed up the umpires that it is difficult to tell if the score has changed after all.

A short story of the pictures on this page will give the reader an idea of the derivation of the "New Look" as it is presented in 1948 spring styles. Fashion designers have not, it is apparent, presented the women of America with anything new, but merely incorporated the fashions of all ages into the dress of today or the hat of the season. These pictures are authentic reproductions of past styles, borrowed from the museum collection of the Traphagen School of Fashion in New York City, while the 1948 models are all currently being shown wherever the "new look" is featured.

Began in Paris

The "new look" actually originated in France, where fashion designers were trying feverishly to recreate Paris as the fashion center of the world, but the longer hemline and accompanying drapings were adapted to the American scene along historic lines, the "new look" not lending itself to too much originality. Last month the French designer who first introduced the "new look" to America with great fanfare, very quietly announced that he is now designing clothes with the hemline 7 1/2 to 10 inches above the ground. In other words, back where it was before the "new look" became the hue and cry of the fashion industry.

What will be the vogue this coming fall is not easy to predict, but spring fashions are already modifying the stark features of the more radical designs, and hemlines are slowly—but steadily—returning to the height that men prefer them.

Hats have not reacted to the changing scene as rapidly as dress styles have, but some designers have dared to bring back such ancient fashion toppers as the sailor hat illustrated on this page, and the fluffy velvet thing that has been copied almost intact from a 1914 model in the Traphagen collection.

Silk Survives Thru the Ages

One woman, the wife of a famous Chinese emperor, Si-Ling by name is credited with having originated in 2640 B.C. one of our most important textiles—silk. She personally devoted herself to the care of the silkworms and invented the loom. Until 300 A.D. this secret of sericulture was jealously guarded by the Chinese. Eventually some Koreans were sent from Japan to China to engage competent people to teach the arts of weaving and preparing silk goods.

From this obscure beginning has sprung an industry that prior to the war was one of world-reaching importance. Today an effort is being made by our government to re-establish the silk industry in the position it held before Pearl Harbor.

There is no doubt that silk is on its way back. Pure silk in solids and prints, silk shantung, silk taffeta and silk satin are once again appearing in designers' collections in street dresses, suits, cocktail dresses and ball gowns. Vibrant colors can be achieved in silk because of the fine, lustrous fiber.



A "BIBAND NEW" sailor hat model is appropriately named "Carriage Trade." It would go very well with the type of clothing worn around the turn of the century. Look through the family picture album—you'll find many similar examples of the "new look" in hats gracing mama's head when she was a girl!



ONE OF THE COUNTRY'S outstanding designers claims that the petal skirt of the after-dark frock at right is "unique." It must have been twice as "unique" back in 1928 when the same treatment was given to the evening dress above. The "new look" at the right is of black net, piped in black satin, over black satin, while the "old look" above is of peach chiffon, trimmed with flowers.



THE REGAL formal mode at the turn of the century is accentuated by this gown from the wardrobe of Queen Alexandra of England. Ladies who wanted to achieve the tiny-waisted, full-hipped figure of fashion didn't hesitate to lace in the waistline. (We hear a lot about it today, and the "waist-nipper" shown in the Insert is available in any retail foundation store.)



designer who favors wistaria pink and uses streamers of chiffon in delicate shades combined with flowers.

Parollets provided a hat of the silk—a fabric of tremendous importance in Paris right now. In line, this hat which perches on one side, harks back to the hats Frenchmen wore at the time of the Revolution.

Gilbert Orcel designed a small, bonnet, simple and adorned with fluttering chiffon and Bamberger's will copy it for Tuesday's presentation. Sketches of the Paris hats have been given to Bamberger's Chum-



A FORMAL wedding gown of 1914 (left) and a conservative example of the "new look" reveal interesting contrasts. Note the similar pout peplums and tight-fitting sleeves. The hobble skirt of the wedding dress is also part of the 1914 "new look."



THE NEW LOOK really gets thrown for a loss (of about 34 years) when it comes to hats. The model at left is wearing the almost identical chaplet as the young lady of World War I sported. Picture at right came from the museum collection of the Traphagen School of Fashion, New York.



IF IT WEREN'T for the accessories, it would be hard to tell which of these dresses was worn in 1930 and which is in vogue today. The prints, draped necklines, and flare skirts are back again as part of the old "new look."

TOKEN TAKEN FROM THE MEN

A new fabric is making its appearance in women's and children's suits and dresses this spring. It's a crisp, smooth fabric that the men have raved about in their sports shirts, for several years past. This fabric—made of 80 per cent Avisco spun rayon and 20 per cent wool—has several unusual features.

By a skillful and unique method of blending the suppleness of spun rayon and the resilience of wool are combined to make a fabric that has beauty of texture and a receptiveness to tailoring and fine needlework. And, due to an entirely new natural finishing technique, the fabric is washable. It is guaranteed not to shrink

Old Clasps Back

Remember the gold lingette clasps that mother used to wear? They are back for wear with frilly camisoles that top the new spring petticoats.

HAIHNE COVER GIRL
A Ben Garsiel Original, gracefully tailored in Forastmann's "Seraphim" with the new roll collar and gently flared skirt. Another Haihne & Co. exclusive in navy or beige. \$150.00

Modified "New Look" on Display At Haihne & Co.

The look that was "new" last fall has been modified, accepted, and turned into a silhouette of feminine beauty this spring. This newly flattering, exciting change is evident in dresses and particularly in their inspired skirt treatments. The variations on the spring theme... softness, femininity... are almost numberless. You will see them all at Haihne & Co.

Spring fashion charm starts with the neckline. Every designer has worked to make necklines more flattering, and the methods they use are many. You will see proud standup collars, wide, flat Puritan collars, high jeweled necklines, neat and tiny rolled collars—all of them jealously exposing—only a glimpse of the throat. In contrast there are the bold openings—the deep square neck, the scooped decollete portrait neckline, and the plunging "V."

The Soft Shoulder
Shoulders, softly rounded, will follow the natural curve as much as possible, employing lighter padding that fits the shoulder line. Sleeves will in general cover up the arm, although the dainty cap sleeve continues in fashion's favor. They will be cut in one piece with the bodice to contribute still further to the soft, sloping shoulder. Fashion firsts among them are the deeply set dolman and the full, young three-quarter sleeve of the gay nineties.

The skirts form the most exciting silhouette of all. The fully flared skirt will be balanced this season by skirts of slim or tubular lines that give a woman real slenderness. In slimming the width of the skirt, the new emphasis upon the waist and hips has not been lost. Skirts are topped by peplums, backed with stiff or soft bustles that accent the hip and draw attention to a hand-span-waist above them. They are glamorized with tiers, enriched with aprons—often full and backed with rustling taffeta. Flared peplums tapering hemward to form a melon silhouette complete the skirt picture... one of many moods, created by a wealth of wonderful detail. They all triumph alike in grade and loveliness of line.

A word on fabrics and colors in the spring scene. Spring-tinged crepes and satins are in exuberant array. Taffeta has the brightest future in years. With fashion's return to a feminine ideal, its hushed romantic rustle has new appeal, new possibilities. Print silks and rayons are ever-present, in a variety of designs and colors to tempt the eye. Shimmering the silk is important, its tiny figures and crisp-smooth texture lending themselves to a host of treatments. As for the trimmings, frothy pleats, lights on the hat, and whispering taffeta and moire are heard—and seen—everywhere. Colors range from deep black and very fashionable navy into brown, beige, grey, flower shades of pink and blue, and end only with white—a handsome white that fairly sparkles in the sun, and glows by candle light.

Fashion is telling a story this spring more exciting than any we've heard in years. It is the first chapter in a saga of well-mannered clothes for women—not fussy, but eternally feminine—looking to a graceful past for inspiration and creating dresses with new beauty, reminiscent charm, and a glorious future.

Waists Are Encircled

Novelty belts are an important feature in any "new look" wardrobe. The wide, twice-around-the-waist, Balenciaga-style belt reminds one of the leather girths worn by the huntsmen of the Middle Ages. Belt Modes Balenciaga are seven inches in their widest section and are fashioned of softest suede. For those whose skirts lack the fashionable amount of "hip emphasis," there is a navy blue, caprisin belt with wide padded peplums on either side. Particularly good for lifting up white is the weskite style belt in black or green checked taffeta.

Paris Hat Styles Featured at L. Bamberger's

Balmain sent Bamberger's hats with all-optical forward brims which give dashiness and femininity by the restrained use of flowers and tulle. Balmain also sent a dashing oval platter sailor with a flash of wings at the side.

Maud et Nano, who caters to the younger set with everything from sailboats to clothes with rippy brims, provided bonnets and hats with peaked brim, very romantic and reminiscent of fashions of the eighteen-seventies.

A forward-reaching, well-swathed hat that is feminine and romantic was designed by Legroux and is in the Bamberger group.

Rosa Valois sent a beautiful bonnet of satiny straw, and a small hat called a "pallotte" which means "straw hat." It is a confection of pulled straw and is typical of the type of hat smart Parisians are wearing right now.

A hat of falls trimmed with mercury wings is presented. The designer is Maud Roser who designs a group of little hats called "Bonfays of Paris" because of their forward blue curved to frame the face and similar to the line of the little curved tilla placed one over the other which make many Paris roofs so pretty.

Jamette Colombier is famous for her draping, and we have two fully manipulated hats from this



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A SUPERB NEW collection of Stone Martin fur scarfs are presented by Terzako Furs of 19 Prospect street. Choice skins, carefully matched, and artfully arranged, they add the final touch of perfection to your spring ensemble.

Spring 1948 Ushers in Dramatic Styling In Coat Silhouettes with New Motifs

Spring has always been a fashion season, but spring 1948 is a veritable wonderland of design news! A good deal of the excitement centers around the coat silhouettes. No longer merely a necessary adjunct of fashion, coats this season have an importance all their own. Shapes, lengths, colors, and uses are almost limitless . . . but each one spells fashion flattery.

As seen at Habne & Co., three silhouettes stand first on the spring scene: the flared, the flared, and the wrapped. Standing dramatically apart is the cape—spectacular and handsome, reminiscent of Byronic adventure.

The flared coat . . . very dressy, very lady-like . . . carves a slim, taut waist and a gently flared skirt. Perfect over dresses, it has an air of having been delicately molded to the individual figure. Fresh touches are evident in the neckline, which may be softened with a rippling capelet or show only a modest club collar.

Bold, Graceful Sweeps
The flared coat, loose-fitting like the voluminous duster of the nineties, has a bold sweep, a graceful swing. Its length is anywhere from a shade above the waistline to the hem—it is the many-purpose coat of the season. The colors that grace it are legion . . . and lovely; the deep shawl classic convertible, . . . unobtrusive Peter Pan, . . . or notched collar. It has its capelet, too, and a touch of sophistication—the high, thin chin-up collar.

The wrapped coat, very similar to its counterpart last fall, finds its perfect length anywhere from hip to hemline and creates a tapered, curving line publicized as the "cocoon silhouette." It is the ideal complement to long, full skirts—controlling their flare, adding to their interest. It adapts itself to full collars or no collar at all. You will see the wrapped coat with a capelet, a shawl collar, or a simple cardigan neckline. The cocoon is a sophisticated silhouette recalled from earlier days, refined for modern wear.

Most romantic of all . . . the cape, superbly molded across the shoulders, swinging freely to almost any length, stopping only at the hem. Made doubly rich by the quantities of fine wools finding their way again to the designers, it is held in its beauty—completely feminine, undeniably dashing.

Shoulders Narrowed
The fashion details of all coats are in the spotlight this season. The sleeves and shoulders can

mark a coat fashion-wise or fashion-wanting. Classic straight sleeves share the stage with cuffed sleeves and fabulously deep dolmans. All shoulders are narrower, lightly padded, and rounded to a natural curve.

As for fabrics as colors, the aspect is dazzling . . . lovely to the eye and to the touch. All manner of wools—sharkskin, worsted crepe, wool stude, gabardine, cordene, flannel, fleece, and cover—are with us in abundance. Linings have a new richness. Crepe and murrewing moire, taffeta both plaid and plain head the lining list this year.

If the new coats needed any further touch of excitement, it would be found in the colors—both high and delicate shades and all the soft, subtle range between. The new plaids and checks are a story in themselves, employing bold or muted combinations that are perfectly fascinating. As for the solid shades, we see the deep and bright blues of the season, breath-taking flamingo red, rich jade green. Moving into the softer range, mauve, grey, powder blue, aqua, chamels, and clear, spotless white adapt themselves to practically everything with studied grace.

The new coats go to every length to be flattering! Spring's favorite the shorty, is back—with fewer lines, rounded to complement the full skirts. Long, slim-lined coats slip smoothly over the slender skirts. Lengths stop almost at will along the line from shoulder to hem, proving in themselves fashion's magnificent versatility this season, already shown in the variety of silhouettes and colors at your command.

Groundwork for a Good Figure

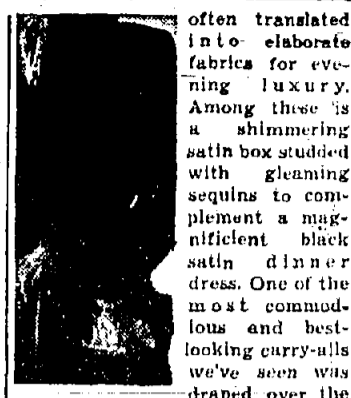


ONLY IF YOU'RE blessed with a fine figure can you afford to be lazy and do without exercise. But if you're far-visioned, you too will give a work-out its place in the daily scheme of things.

Lie flat on the floor, hands under head, legs extended, feet together, toes pointed. 1. Bring knees up to point just past a vertical position, feet drawn back to body. 2. Stretch feet up, legs in vertical position, toes pointed. 3. Return to position one and then original position. Repeat. An old-ballet-favorite for all-around trimming and toning: Stand erect, right foot forward, both heels on floor. Bend body from waist, grasping right ankle with both hands, and pull hard, head toward floor, chest toward knee. Resume original position and repeat with hands on left ankle. For slimming waist and hips, stand erect, hands on hips, feet slightly apart. Knees straight, raise right leg forward, then swing back as far as possible. Repeat swing, pendulum fashion.

Style-Wise Treasure: A Fine Bag

Perfect tribute to the New Look, that's the most eye-opening, most-talked-about event in fashion, is a shoulder bag. A treasure of the style-wise and woman of many affairs because it's the answer to the problem of having the tote bag plus brief-case . . . carries everything required to complete the business of the day and looks as feminine as though its only purpose were to hold cosmetics and handkerchiefs. By no means confined to one time of day, shoulder bags are



often translated into elaborate fabrics for evening luxury. Among these is a shimmering satin box studded with gleaming sequins to complement a magnificent black satin dinner dress. One of the most commodious and best-looking carry-alls we've seen was draped over the shoulder of Myrna Dell. Of gleaming cut, it's embellished with a gold-plated crest, which can be replaced with a favorite clip on dress-up occasions.

Doughnut Dope

Doughnuts are delicious when heated, sliced and spread with cream cheese and chopped nuts.

Spring Furs

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Blouse interest is not centered in the body alone; the sleeve comes in for its share, whether it be long, three-quarter, or short. Blouses which boast long sleeves may have a ruffled cuff to match collar trim, turned-up French cuff to accentuate precise tailoring, or deep high-buttoned cuff as full to a feminized Gibson cravat.

Another style note for 1948, when blouse-skirt ensembles are so important, is the three-quarter push-up sleeve.

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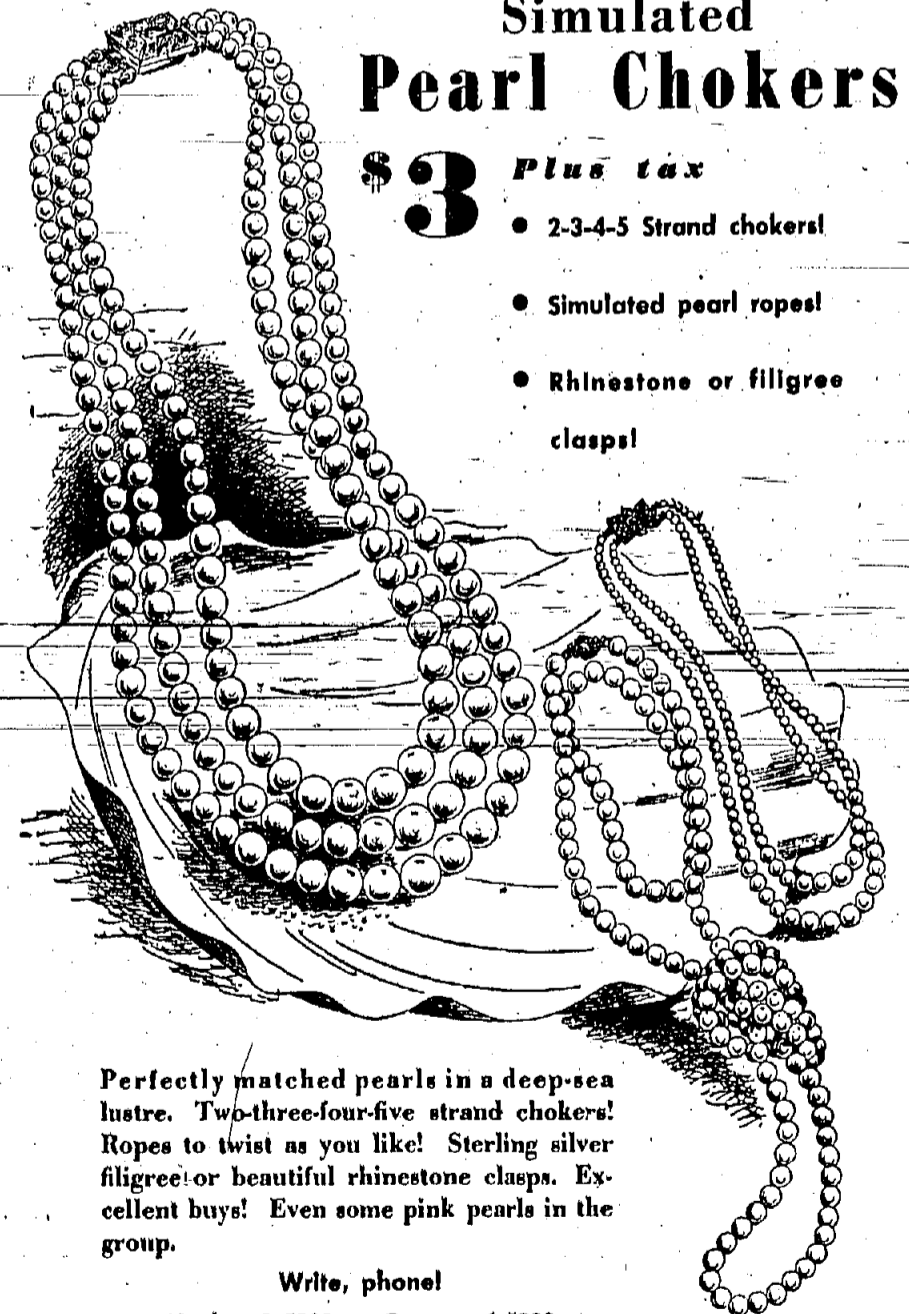
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SPRING FASHIONS
1948

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SPRING FASHIONS
1948



Bamberger's
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BAMBERGER COVER GIRL
Adele Simpson's Navy wool hatero suit, jacket lined with plaid rayon taffeta to match the blouse, 10 to 14, \$135. Bamberger's Dress Salon, 3rd floor.

If there are young children in a family it's a good idea to have a convenient "shelf" or cabinet in the kitchen in which to store toys and other play materials.

Small Business Venture Turning Into Big Deal for N. J. Ex-GPs

A group of ex-G.I.s in search of a "small business" of their own have launched one of New Jersey's most unusual post-war ventures—a cooperative chain of women's slenderizing salons.

The veterans, ranging in grade from buck sergeant to lieutenant colonel, have taken franchises as operators of MacLevy salons in Plainfield, Trenton, and other cities.

Also members of this new "Howard Johnson" chain of reducing gyms for women are several women, who manage salons in Newark and East Orange.

But the primary emphasis in the expansion of the 55-year-old MacLevy system has been placed on the veterans. Perhaps this is due to the fact that the chain's president, Monty MacLevy, served as an infantry captain during the recent war.

The group of fledgling physical culturists come from many walks of life. For instance, former Lt. Col. Frank Nocera, who has opened a salon at 224 West Front street, Plainfield, was air traffic officer for the famous "hump" route, vital wartime life line between Burma and China over the Himalayas.

Nocera is now helping several hundred assorted business women and housewives to get rid of the little bumps and bulges which interfere with the New Look.

Like all other MacLevy salon operators, he sticks to one single service—weight reduction, by means of mechanical massage, passive exercise, Swedish massage, and vapor baths.

Many of the methods employed were known to the ancient Greeks and Egyptians—except that Cleopatra didn't have electric-driven equipment for the application of spot reducing massage.

Nocera's battery of MacLevy slender messengers, moving 85 times a minutes with the equivalent spread of 16 human hands, can give eight massages per hour, 12 hours a day in a way which would cause human masseuses to collapse from fatigue.

Mrs. Helene Irwin, with her husband, Fred, a former accountant, runs the MacLevy salon at 530 Central avenue, East Orange. She is a real MacLevy veteran having managed the salon at 33rd street and Broadway, New York City, for eight years.

Mrs. Marla Denvir, manager of the salon at 54 Park place, Newark, is another MacLevy veteran. She is proud of the fact that MacLevy salons were visited 500,000 times by women last year, and expect a million visits this year.

"It's a small business that is just on the verge of becoming big business," she said.

"Ever since the elder Mr. MacLevy was trainer for Tex Rickard at the old Madison Square Garden in New York, we have been helping people take off pounds. We do it without drugs, strenuous diets or gadgets. Don't let anyone tell you that you can reduce and at the same time eat all of everything you want.

"We make no such claim. But we do say that if you will watch those rich desserts and starches, and push your chair away from the table without second helpings, you can lose 10 to 15 pounds, and 2 to 5 inches, by taking a simple course with MacLevy."

The safety of our essential trade routes and easy lines of communication as well as those of our allies, the protection of areas of vital strategic importance such as the sources of raw material, advanced base locations and the like, are matters of course if we control the seas. Only naval air-sea power can ensure this.—Fleet Admiral Nimitz.

Plastic Form Solves Dress Making Problem

Probably everyone who tackles a dressmaking project realizes that perfect fit is a basic essential of the kind of distinction couturiers achieve; but all too many women fail to achieve this goal because they do not take realistic account of their own figure variations when using patterns, and rely on the less than expert aid of a husband or friend for pin-fitting chores.

Both the problems of realistic pattern adjustment and precise pin-fitting are now solved neatly for home dressmakers by the thermoplastic dress form, now again available at Singer Sewing Centers, which is molded to your figure, cause for curve, in about half an hour. By showing figure variations exactly, this dress form "double" enables you to face the fact that the right shoulder is an inch higher than the left or that the left hip protrudes three-quarters of an inch—two of the most common figure faults—and thus make the necessary allowances when cutting fabric.

No Guesswork
This modern "stand-in" also makes fitting jobs easy for even an amateur to handle and actually cuts dress construction time in half. And by studying your figure as it is, it's easier to choose styles that flatter or camouflage your particular figure deficiencies.

Many women undertake dressmaking projects without consideration for the figure variations that practically every feminine figure has and fail to make pattern

adjustments. Realistically before cutting into the fabric, a top-flight fashion model's dress form, for example, often shows that the right shoulder is an inch higher than the left or that there are distinct variations between the left and right sides of the bust and hip measurements of her perfect figure. And it is not at all uncommon for these variations to run anywhere from one to three inches in one particular part of an average figure.

An accurate pin-fitting job rules out all guesswork, error, and fabric waste. So, with a molded-to-you dress form, that, like a second skin, duplicates your exact figure, it's simple to take accurate measurements all on your own. You can allow for any "extra" width needed in the fabric by adjusting the pattern pieces on your twin and fitting clothes exactly in accordance

with any figure variations whether little or great.

After you've established an awareness of your figure faults, you're ready to proceed with the steps necessary for smart camouflage. Here are a few basic pointers which should help you in adjusting the pattern so as to achieve individual figure flattery. Provide for generous seam allowance from underarm to waistline for sleeve action; keep bodice details toward the center front as indicated in the pattern instructions chart. If you must add a strip to the pattern for "extra" width, do so outside the "detaill" area because darts, tucks, and pleats, now follow down from the center point of bust. The same principle applies to skirt measurements. These inflexible rules hold the secret of achieving slender lines.

Secretary of the Navy John L. Sullivan recently said that control of the seas, or at least the guarantee of freedom of the seas, is almost as important in time of peace as in time of war.

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"Oh, this is a Wonderland!" cried Alice as she went all through our store, gazing admiringly at the NEW LOOK. "Who does all this?" she wanted to know.

It's the combined effort of EVERY-ONE that makes SHERMAN'S what it is today, we proudly told her. Each one of us is a specialist in his-own field.

"Are you all DOCTORS?" asked Alice in awe.

"We explained we weren't but each person was an expert because he devotes a lifetime to his job. That's why everything from SHERMAN'S is so beautiful all the way through.

"I want to meet the specialists," announced Alice, clapping her hands. So off we went. She met folks who make only cornices, men who do nothing but finish furniture into soft, gleaming tones, drapery cutters, furniture tufters, slipcover stylists, seamstresses, reupholstery craftsmen who take loving care of every detail—and many more. Before she left, Alice met 53 "SHERMAN'S" people, each an expert.

"What!" sighed Alice. "How long has this been going on?" Thirty-five years, we told her. And it's the whole of the SHERMAN'S organization working together that gives our customers the most beautifully furnished homes in New Jersey.

"The beds are so beautiful, they make me sleepy," says Alice

"It's the organization that counts," said Alice wisely. "I can see now that SHERMAN'S popularity didn't just happen. That's why there's no store like SHERMAN'S in all New Jersey—oops, I mean in all the United States!"

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Brilliant Colors Illuminate New Spring Shoe Designing

Following is a preview by Harrison Brothers, East Orange: Spring shoes are exciting. Exciting in array of brilliant color. Subtly exciting in soft pastel shades. Exciting in the variety of patterns and styles designed for every occasion, preference, and whim. There is a reason for it.

What is more fitting than colorful shoes this spring? Is there a gayer season? Green shoes for spring. Red shoes this spring. Shoes blossom in confident colors to express, as only the American woman can, that this is a happy land in its happiest season. The

women are dressing up to the occasion. They are out to dispense the false glooms which beset the world and they are not neglecting their feet in the process.

The Colors

In calfskin, ever-popular navy blue finds running mates in shimmery green and cherry red. Black calf pumps are a must as always. Browns will not hold so big a spot in fashion's spotlight as they have in past seasons, but they will definitely be seen in spectators and walking shoes for town and country wear.

Interest in reptiles is in the

lighter skins such as python and cobra. A deep green shade is one of the leaders. Others in cobra include a deep red and a rich warm brown. Shoes and matching handbags of these skins will be very popular. Reptiles are practical too. They retain their lustre and rich color despite hard wear.

The biggest news in color as regards footwear is the innovation of "high-tone" pastel suedes. Because of its velvet texture and elegance, suede always manages to provide the dressiest appearance in shoes. Black and navy blue suede promises to continue in high fashion into the summer months. Balenciaga, a soft cocoa shade, is at the top of the list from coat to coat. This lovely and rich shade is related to costumes of almond, cinnamon, taupe, and warmer browns, and is almost sure to go with all pastel shades. The blend of balenciaga with all these different colors guarantees a note of fascination with the new longer afternoon gowns and dressmaker suits.

For the woman who selects her outfit in navy, gray, or red, shoes and matching handbags of soft gray suede will add the same touch of suave dressiness that balenciaga lends to the pastels and warmer colors. There are other pastel suedes, notably a pale copper green. Some of the shoes in the new suedes have accents of deeper color or gold kid piping.

Patent Leather

The sleek highlights of patent leather again appear for the Easter parade, but in less-profession than in the past. A brand new look in black patent is the scalloped line pump, with either closed or open toe. Lighter looking creations in patent include very open, high-riding strap sandals for wear with dark toned prints.

From Florida to Southern California, gold kid sandals with low and wedge heels are striking with daytime casual outfits. Gold kid sandals with the new daintiness of the lower platform and thinner straps at the ankle are suitable for evening wear the year round. Silver kid is restricted to evening wear.

Even playtime outfits are assuming a dressier appearance under foot. The latest is the strap sandal in multi-color suede. This is usually developed on a wedge heel in related wine, forest green, gray, and deep purple, which combination blends with most pastel outfits and is wonderful with a black ballerina skirt.

Citrus Rind Garnish

Young children enjoy cutting grapefruit or orange rind into decorative slippers for garnishing a ment or fish platter. Or they enjoy filling orange halves, from which the pulp and juice has been squeezed, with fluffy mashed sweet potatoes.



A LINE OF COVERED BUTTONS cascades down the front of this navy suit from the Suit Department at Kresge-Newark. Classically simple in its sheath lines, it adds a bit of pocket interest to its pencil slim styling. Off-the-face bonnet is in matching navy straw, with frothy white trim.

"Suited to Spring" Is Theme For Kresge's Easter Suits

"Suited to Spring" might well be the title of the showing of haute couture suits at Kresge-Newark, according to Marie R. Guthrie, fashion spokesman for the store. Is it new? Is it becoming? Is it in my price range? All these questions receive answers in the affirmative in the Coat and Suit Department at Kresge-Newark, for stocks are beautiful.

Color starts with the much-demanded pastels that are always popular at Easter and throughout

the warmer season. Lovely gabardines in aqua, mist blue, a silvery green and variations of beige and gray are high on the Kresge-Newark style agenda for this spring. In complete contrast are the fresh navies, darker browns and black—always in fashion favor. In between are suits that combine dark and light. For example, consider a rib-hugging jacket in navy, trimmed with a touch of Victorian braid, used with

a toast skirt made of yards of swirling wool crepe.

Navy and greige or two shades of brown are other variations of this two-tone idea. Of course, the "high" shades are represented too—emerald green, a clear red or a bright blue. And, leaving the monotonous, there are just loads of checks, glen plaids and stripes, giving smart, muted color effects. One very new three piece suit is made of a tiny hound's tooth check in navy, black and white. Other woven designs highlight warmer brown and beige combinations.

If you are looking for a particular style—as to cut—you will surely find it at Kresge-Newark. Perhaps the very newest styling leans toward one or the other of the extremes, with conventional man-tailored classics in the middle group.

On the one hand are the boxy jacketed suits. Some are styled with tuxedo fronts. Others fasten in single or double columns of buttons. Biceps have fullness, but not the exaggerated flare of recent seasons. Straight skirts are usual with these full jackets, but an occasional flared skirt is seen.

At the opposite end of the scale is the fitted, short jacket, reaching just to the waist. Often this type buttons tightly around the diaphragm. In double-breasted style. Most suits of this cut have a Victorian flavor, with braid, jet or fringed trim. Swirling skirts are usual.

And for those who prefer the

smartly cut "tailored" suit there are the go-everywhere gabardines, worsteds and many other fine wools—cuts that vary from a collar that buttons high to the style that emulates a man's suit. Pocket variations, set-in belts and sleeve interest give style worthiness to these superbly tailored suits.



Your shoe gives your foot a shape! Slender and slim over all... with a crisp-clean heel profile... a neat, neat sole. You can tell it's a Bare-Foot Original... for it's written in each pretty line.

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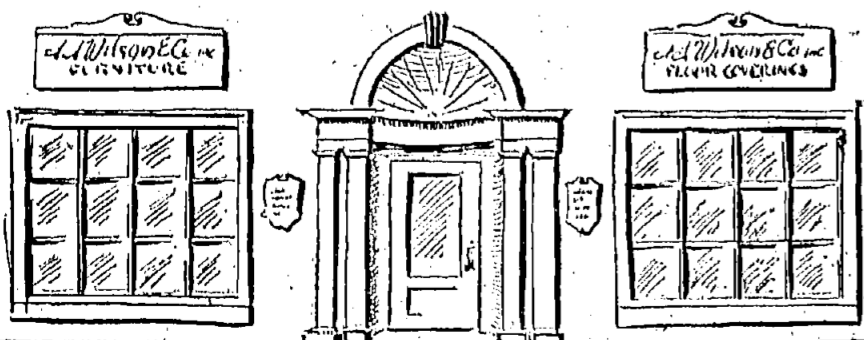


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COLOR

IN SHOES FOR SPRING 1948

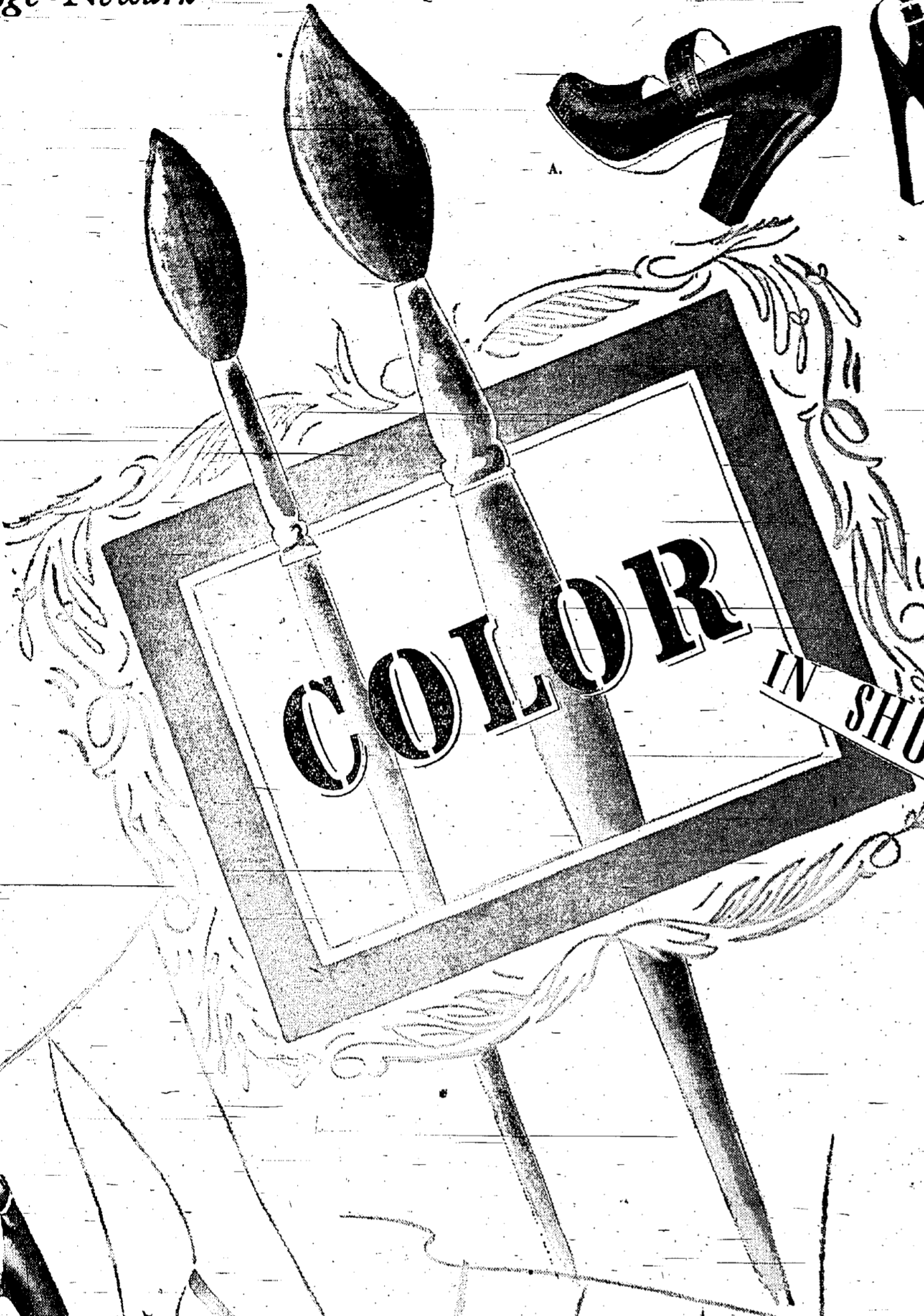
A. Hill and Dale instep strap, tailored pump, with trim club heel. Calf, red, navy, or brown. 15.95

B. The Beau toe by Barbara Gay . . . sling pump, platform sole, high heel. Red, navy, green, balenciaga. . . 12.95

C. Classic opera, colorful, versatile, ladylike . . . choose black, brown, red, green, navy. 10.95

D. The Jewel Ankletoe . . . De Liso Deb, in suede or calf . . . in red, green, grey, navy or balenciaga. . . 16.95

E. The Petal pump, closed back, open toe, DeLiso Deb, designed by Palter DeLiso. Calf in navy, red, brown, black 14.95

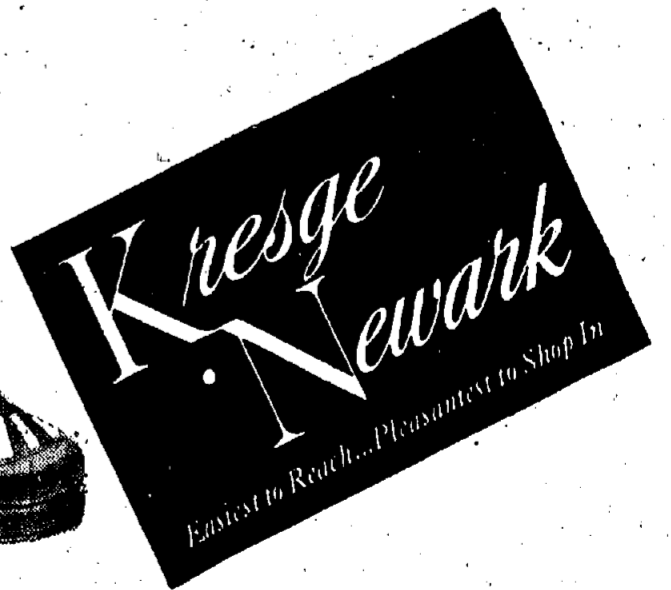


F. The Sling Petal pump, by DeLiso Deb for a glamorous, light of foot look. Choose navy, brown, red and black 14.95

G. The Alix Ankletoe . . . deftly draped suede, hem-cued heels, heightened by platforms, in smart black, navy, or red 16.95

H. The Flirt . . . in colorful calf . . . with graceful lines, buttonholed vamp, with platform . . . high heel. Green, red, navy, black. 16.95

This Spring you'll see color in all its glory . . . color the key to your fashion accessories . . . color, to bloom at your feet! Lovely is the look . . . when your new, longer hemlines invite lingering glances . . . and you'll choose colorful shoes by Hill and Dale . . . Barbara Gay . . . Deliso Deb, at Kresge • Newark, to make the most of what still shows!



Wilson Furniture Company To Have Its Formal Reopening Tomorrow, Saturday

The A. A. Wilson & Company throw open to the public four floors of the home furnishings in a wide assortment of well designed and perfectly detailed pieces for every home need which includes styles and prices to meet the demands of every taste and every budget.

The store carries a fine line of living room, dining room, and bedroom furniture under the names of many famous manufacturers. In addition there is a complete carpet department, the gift section has expanded, the lamp department offers the widest variety, and there is a full line of quality bedding. To complete this impressive array is an excellent grouping of domestic and imported glassware and pottery. All these at the lowest prices possible!

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A unique feature of the new store's policy is that of offering fine quality furniture at the lowest possible prices. That is not an empty statement but a bona fide guarantee of the Wilson Company that the customer will be cheerfully refunded his money if the same merchandise can be purchased at a lower price elsewhere. Customer satisfaction is the prime factor at Wilson.

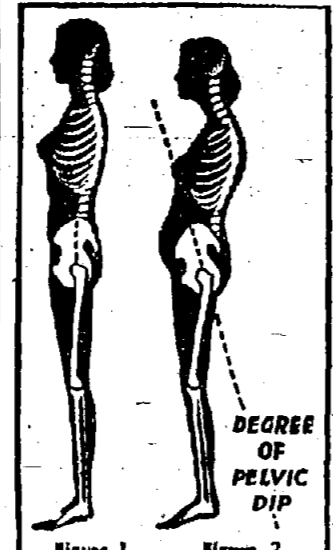
Established in 1931, the store was originally a one floor showroom with offices located in the upper stories of the structure until the expansion program was instituted two years ago. Then the Wilson company took over the entire building, vacated the upper floors and the renovating process began.

Material shortages hindering the attention, it was only recently that the remodeling was sufficiently completed to allow for the grand opening tomorrow. Now the Wilson company will

company cordially invites every reader to visit the grand formal opening tomorrow and Saturday. You may inspect and browse about at leisure at no obligation of course.

The store is located at 507 Main street in East Orange in the center of shopping Essex and easily accessible by car or public transportation, and will remain open evenings on Monday, Wednesday and Friday each week.

Safe And Sane Way To Reduce Offered By Stauffer System



An exclusive, easy and sane method of weight control is offered by the Stauffer System, 647 Central avenue, East Orange and 555 Bloomfield avenue, Montclair. The theory is that beauty cannot be achieved by weight reduction alone. A lovely figure is a well-proportioned figure — straight, graceful, relaxed — slender but not "skinny," with weight evenly and symmetrically distributed. If you need to reduce, why not give yourself at the same time a complete re-contouring? The Stauffer System is designed to help you to a more beautiful body . . . sparkling energy of good circulation . . . ease and grace of relaxed nerves and toned muscles . . . so-called poise of an erect, slender figure.

According to Mrs. Edgar at the Stauffer studio, fatigue and tension are foes to beauty. When you carry around excess weight, your nerves become tense and irritable. One of the most important things the Stauffer System does for you while you are reducing is to alleviate the fatigue and nervous irritability due to overweight and poor posture habits. This is accomplished by a smooth, rhythmic up-and-over motion, automatically applied as you recline on a comfortable lounge-table. It is so gentle yet so effective that it thoroughly relaxes you. After a treatment, you will feel rested and refreshed, ready to face the world with new energy and self confidence.

Beauty Lines
Lines of beauty begin with good posture. The chart below shows the difference between a good posture and a bad one.

The leg-bones, center of hips and spinal column should be aligned in one straight upright line, as in figure 1.

Importance of Good Posture
Round shoulders, "sway back," protruding abdomen, mean that you are not standing as nature intended. In that unattractive, droopy pose (figure 2) your muscles grow strained and tired, and your internal organs drop forward and downward in a condition which doctors call "Splanchnoptosis." One of the causes of awkward bulges at hips, waist and upper back is the collection of fatty deposits at these points of strain. Again, many medical authorities hold that poor posture is closely associated with development of arthritis in later years.

Without your having to lift a finger, the Stauffer System aids you toward better posture with each passive exercise.

Since its introduction to the public several years ago, thousands of men and women in practically all walks of life—including society matrons, career women, housewives, business and professional men—have used the Stauffer System. Its rhythmic method of reducing and body conditioning has been lauded by well-known beauty editors. You'll like the natural way it produces results without unpleasant after effects such as sagging face lines, weakened muscles, impaired vitality. On the contrary, you'll look better—feel younger, as you begin to rejoice in new slenderness.

Made for Admiration
The picture for Spring '48 is a pretty one with all of the fashions soft and lady-like in line and detail, each one destined to catch an admiring glance from fellow man!

SCREENS
ALUMINUM & BRONZE
Wardrobes, Corner Cabinets
Lambers, Plywood, Mountings
Floors, Stairs, Installation
Furnishings
HILTON
SCREEN & LUMBER CO.
2170 Springfield Ave., Vauxhall
UNVL 2-5765



"Costume" Look Features 1948 Spring Styles

Some of the season's loveliest dresses have a "costume" look in this spring of 1948. Both the Costume Salon and the Better Dress Department at Kresge-Newark are gay with displays of dresses that have an air of the past and a refreshing glimpse of the picture of styles to come. They combine the best features of both eras in gowns that give a look of gentle beauty that is so very feminine. Skirts swirl over yards of white, eyelet-edged, petticoats. Taffeta rustles as you walk. Trimmings are carried straight from the pages of Godey's Ladies' Book. Some dresses even have their own matching shawls, to be pulled tightly over the shoulders or dropped in a graceful drape over one arm.

In this same category are many two-piece dresses, with tiny tight jackets, high-buttoned necklines and sleeves that cover the arms with Victorian decorum. Grandmother's precious jewelry would be perfect with these gowns, but new costume jewelry, styled to perfectly imitate the old styles, will do if you don't possess any heirlooms.

Sophistication
But, lest it be thought that these demure styles are all that is available for the coming season, let us consider the more sophisticated styles. Draped skirts are being handled more and more in the French manner, with the influence of Paris being felt with increasing intensity upon American fashions. Drapes, full over the hips, taper to minute width as they approach the ankles, giving a somewhat peg-top effect to the styling.

Detail in these dresses includes banding inserts of ribbon, attractive use of braid and buttons. And there are many beautiful basic dresses that provide a smart foil for your pearls, pins or loveliest costume jewelry of any sort. Prints, too, are taking on a new look for spring, 1948. Sources of

inspiration are more widely divergent. Patterns range from the demure grace of foulard and tulle patterns, through designs inspired by museum research, to the bold, colorful floral prints with a tropical flavor. And white on a single color—blue, navy or brown—are popular, too. So, whatever one's wishes in this direction, signs point toward their being satisfied at Kresge-Newark.

Whether one is assembling a wardrobe for a vacation or just completing a spring wardrobe, one or several dresses—should-be on the list, with Kresge-Newark's Costume Salon and its Better Dress Department as a very natural source of supply.

LOANS for AUTO REPAIRS

Get-Ready-Now for Spring and Summer Driving!
New Tags, Operator's License, Auto Loans to \$300. Also Loans for Easter Expenses, Clothing, Garden Supplies, Old Bills, etc.

Phone SU 4-8120
Ask for Mr. Brosey

EMPLOYEES LOAN COMPANY
48 Maple Street, Summit
Lic. 736. Rate 2 1/2% on Mo. Bal.

"Was I Surprised!"
"Every woman values her appearance, and I was amazed that my HEARING AID doesn't even show!"

MEN, WOMEN, CHILDREN

Don't let your life be ruined by bad hearing. Do you have trouble getting ahead in business? Are you a dud at a party? Get bad marks in school? A hearing aid will change all this, you'll hear distinctly . . . and your public relations will soar sky high! Call today.

Western Electric HEARING AIDS
PRODUCT OF BELL TELEPHONE LABORATORIES RESEARCH

FAHS-MATTHEWS
Hearing Aid Service, Inc.

1139 E. Jersey St. ELIZ. 3-4796 Elizabeth, N. J.

DON'T LOOK OLD-FASHIONED BECAUSE OF EYE GLASSES!

Glasses CAN be attractive!

For perfect vision, for real charm, wear our modern eye glasses. Our friendly experts will help you select the glasses, good to look at, good to see with.

Glasses AS LOW AS \$7
Lenses and Frame both

GLASSES in 1 to 24 HOURS
1 to 24-hour service on average prescriptions. Stronger lenses slimmer, longer.

FRIENDLY CREDIT

COMMUNITY Opticians
1140 East Jersey St. Elizabeth
NEXT TO RITZ THEATRE
Open Daily to 6:30 P. M.
Thurs. & Sat. to 9 P. M.

Anderson—the Range with ALL the Features you've Always Wanted!

High efficiency burner, 15 cubic ft. broiler, automatic defrost, inner racks, cast aluminum, built-in, stainless steel, chrome plated, all types safety valves, extra protection for broiler and grill, wooden cabinet, built-in, stainless steel, electric, sealed heat, built-in, stainless steel, with the gas turned off, one, two, three, four, five, six, seven, eight, nine, ten, eleven, twelve, thirteen, fourteen, fifteen, sixteen, seventeen, eighteen, nineteen, twenty, twenty-one, twenty-two, twenty-three, twenty-four, twenty-five, twenty-six, twenty-seven, twenty-eight, twenty-nine, thirty, thirty-one, thirty-two, thirty-three, thirty-four, thirty-five, thirty-six, thirty-seven, thirty-eight, thirty-nine, forty, forty-one, forty-two, forty-three, forty-four, forty-five, forty-six, forty-seven, forty-eight, forty-nine, fifty, fifty-one, fifty-two, fifty-three, fifty-four, fifty-five, fifty-six, fifty-seven, fifty-eight, fifty-nine, sixty, sixty-one, sixty-two, sixty-three, sixty-four, sixty-five, sixty-six, sixty-seven, sixty-eight, sixty-nine, seventy, seventy-one, seventy-two, seventy-three, seventy-four, seventy-five, seventy-six, seventy-seven, seventy-eight, seventy-nine, eighty, eighty-one, eighty-two, eighty-three, eighty-four, eighty-five, eighty-six, eighty-seven, eighty-eight, eighty-nine, ninety, ninety-one, ninety-two, ninety-three, ninety-four, ninety-five, ninety-six, ninety-seven, ninety-eight, ninety-nine, one hundred.

—and it cooks with the Gas turned OFF!

The ANDERSON "Sealed Heat" Gas Range gives housewives new kitchen freedom. No more stove-watching when you cook with the gas turned OFF. No danger of dinner scorching or drying out, yet "Sealed Heat" keeps food piping hot until you're ready to serve. You can go places—do things—STAY OUT OF THE KITCHEN—when you cook with an Anderson Range.

ONLY 10 MINUTES OF GAS—Cooks vegetables, cereals, dried fruits, baby food, delicate breakfasts cook on SEALED HEAT all night—with the gas turned off.

ONLY 20 MINUTES OF GAS—Cooks pot roast, stewed chicken, ham, soups in the SEALED HEAT. Effortless meals with the gas turned off.

ONLY 30 MINUTES OF GAS—Cooks a whole meal for six or eight. Roast beef, browned potatoes, beans and baked apples. Cooked with the gas turned off.

ONLY 55 MINUTES OF GAS—Cooks 20-pound turkey or large hams four hours or longer with the gas turned off. No broiling! No watching!

7 Big Savings

- SAVES TIME
- SAVES LABOR
- SAVES FOOD
- SAVES FLAVOR
- SAVES FUEL
- SAVES GAS
- SAVES MONEY

The Place to Buy Gas Ranges

Birkenmeier
Established 1897
1091-3-5 Springfield Ave., Irvington, N. J.
Phone Essex 3-6611 Open Evenings 7:11-9

Terms Arranged for Your Convenience
TRADE-IN YOUR OLD RANGE — LIBERAL ALLOWANCE

-it's DAYSTROM furniture!
LESS WORK, MORE PLAY— WITH LONG-WEARING DAYSTROM

DAYSTROM CHROME FOR GAIETY AND CHARM

Here's the table that's ideal for family meals and easy entertaining. It expands quickly from 30" by 42" to 30" by 54" to give you extra seating space. Daystrom laminated plastic keeps the satin-smooth top safe from heat, acids, stains and chipping. A swish of a damp cloth wipes the tapered chrome legs, strong inner brackets and ball feet mirror-bright. Rich, washable pyroxylin covers the seats and smartly buttoned backs of the 4-legged chairs with glowing color.

Set, 5 Pieces **\$84.50**
Red, Blue, Yellow, Natural Linen Finish

Simmons SLEEP VALUE!
\$26.75

ONLY \$3.00 DELIVERS THEN PAY \$1.00 WEEKLY

Twin or Full Sizes

If you need one or more mattresses we urge you to take advantage of this event. Simmons made this mattress . . . it has deep upholstery . . . it has roll edge, attractively taped. Handles for easy turning.

ONLY \$26.75

GIRARD FURNITURE CO.

The Store That Excel In Quality, Value and Service

776 Stuyvesant Ave.
UNION CENTER

Phone UNVL 2-6666

EXPERT ADVICE FOR HOME GROWING



Suburban Gardening



NOTES ON CLUBS AND GARDEN NEWS

Laundry Man Has Unique Business Developing Dogwood and Apple Branches for Store Display

If you were to walk into the production portion of the Gleason Laundry at 9 W. Parker street, Maplewood, it would take a little while to assure yourself that this was really a laundry, and not a greenhouse.



A BEAUTIFUL SPECIMEN of Dogwood, picked up by Henry Winters when it was broken off a landmark at the corner of South Orange Avenue and Harding Road, Maplewood, as a result of the ice storm, is shown while its bloom was being forced in the Gleason Laundry, Maplewood.

These plants represent what is perhaps one of the most unique business enterprises in the country today. Letting his wife handle the laundry, the proprietor, Henry Winters, spends most of his own time developing branches of dogwood and apple-for-display use by exclusive business establishments all over the United States.

How does he do it? Aside from a 300-acre wooded ranch at Liberty, N. J., where Winters maintains 2,000 dogwood trees, he simply picks up what other people discard after pruning or cutting down their trees; forces the bloom with the aid of a plant food of his own concoction which he claims produces buds twice normal size within 10 days; and ships the ready-to-bloom branch to whomever purchases it for window or other displays.

The picture on this page shows Winters' latest, and best, find. A branch of a dogwood tree that has been a Maplewood landmark for nearly a century, Winters picked it up off the street where it fell, laden with ice. He claims it is artistically perfect, and is the most beautiful specimen of dogwood he has seen in the 30 years he's been in business.

The tree is no longer at the laundry, having been sold to Jay Thorpe Co., 57th street, New York City, where it can currently be seen as part of an Easter fashion window display. The false blossoms seen in the picture become obliterated by natural blooms when the dogwood finally flowers, but they are used to give the tree a natural appearance until the buds do break open. Winters makes all the false blossoms himself, using machinery he designed.

If you were to go to L. Bamberger & Co., Newark, this week, you would see 20 vases filled with apple blossoms in one of the department store's sections, and another display of flowering branches greets visitors and patrons at the Central Hanover Bank on 5th avenue, New York.

In fact, no matter where you go, or what store you shop in, if you see live dogwood or apple blossoms bedecking a window or floor display, you can be reasonably certain they reached to give the tree a natural appearance until the buds do break open. Winters' Winters in Maplewood. They may even have been from that old tree you threw away a couple of weeks ago.

Initiative Ahead. As sensible as it is sensational, is the creation of the "Zip-a-Pop" Chapeau by Irma Kiger of New York, starting with two fundamental hats, Mme. Kiger reproduces with the aid of zippers to separate and interchange the hats' individual parts so as to evolve six entirely different and color combinations.

Another of Mme. Kiger's ingenious designs is the "Cover-Up Stilette" which can be worn over bare shoulders or over any kind of sleeve. According to the fabric and degree of hand detailing, the stilette can be worn for day or evening, and may be accompanied by gloves, mittens, belt or bag made to match.

A total of 77,248 unemployed and disabled dependents passed through Ft. Hamilton, New York, during the period from April, 1945, through January, 1948.

Advertisement for Lawn Seeds, Fertilizer, Garden Supplies, featuring Pierson's, Inc.

Plan Your Freedom Garden with Care To Insure Yield Spring to Autumn

With careful planning your Freedom garden can be busy and productive from spring through autumn. Here are a few suggestions that may help you:

- 1. Arrange your plantings to get a continuous supply throughout the season, rather than a large amount at one time.
2. Take advantage of "early" and "late" varieties.
3. Make sowings of short-season sorts every few weeks for what is termed "succession" cropping.
4. Crowd quick companion crops, like lettuce, between slow kinds like cabbage.
5. Make a good seed bed.
6. Test your soil.
7. Feed your garden with complete plant food.
8. Keep your garden free of weeds.
9. Don't plant too much seed.

\$10,000 Contest Open to State's Young Gardeners

New Jersey Junior growers whose members won five awards in the 1947 production and marketing contest of the National Junior Vegetable Association will have another opportunity in 1948 to improve their stellar records.

In announcing the eighth annual contest, Prof. Grant B. Snyder of the University of Massachusetts, senior advisor to the association, points out that New Jersey boys and girls between the ages of 14 and 21 are now eligible to compete for the \$10,000 in agricultural scholarships offered each year.

The annual contest in which junior growers from 43 states participated last year, is designed to make the farmer more effective through improved production and marketing methods. Snyder said, "It takes on added importance during 1948 because of the association's pledge to President Truman to support the nation's food conservation program."

Advertisement for Everything for Your Garden, featuring South Mountain Nurseries.

Your Suburban Garden By Alexander Forbes

There is nothing more delicious than garden peas, freshly-picked. They are easily grown if you know their requirements and act accordingly. Being a cool weather crop they do best in this area if sown early to give them time to mature before hot weather sets in.

Grow Some Garden Peas. Of the wrinkled seeded varieties choose the proven ones such as World's Record maturing 4-inch pods on 2 1/2 foot vines in about 87 days, or the dwarfer Laxtons Progress growing only 18 inches high and yielding 4 1/2-inch pods in 60 days.

Are You a Novice with Roses? Here Are Some Planting Hints

I sometimes think that among the luckiest of mortals is the person who is just beginning to grow roses. Ahead of him lies the anticipation of bringing something truly magnificent into bloom.

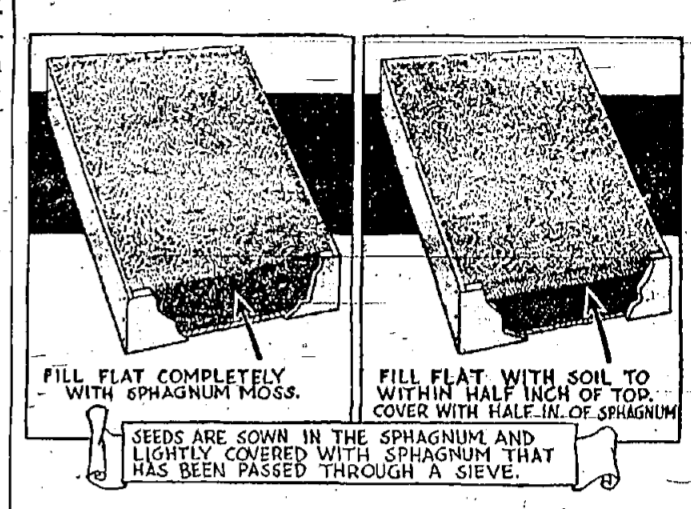
Those of you who are just beginning to grow roses this year have a most difficult selection job to do. There are so many gorgeous varieties that it's hard to know where to begin.

- Hybrid Tea: Crimson Glory, Deep red. Grow well everywhere.
Etrole de Hollande—Red. Among most beloved of roses.
Eclipse—Yellow. Unique for its long tapering buds.
Charlotte Armstrong—Deep pink to rosy red.

Plan Now For Spring Planting. This year finds machine-knitted hand-knitted, hand-loomed and simulated hand-knitted dresses, suits, jackets and three-piece suits in varying price ranges from \$29.95 on.

Advertisement for Ralph C. Porter, Jr., Landscape Design and Construction.

Anti-Biotic Moss Guards Plant Babies from Disease



What penicillin does for humans, some anti-biotic substance which is present in sphagnum moss will do for seeds and seedling plants.

The danger of "damping-off" disease, which so often destroys tiny plants, sometimes even before they reach the soil surface, may be prevented by sowing the seeds in a thin layer of sphagnum moss placed on top of the soil in a seed flat.

Mild Weather Fine For Tree Pruning

Exotic trees brought up from the South probably have suffered severe injury because of the cold winter in the northern part of the United States, but hardy native trees should come through unscathed.

Winter damage comes not only from extreme sustained cold, but also from sun scald and frost cracks which burst cells of the living tree tissue.

Prepare Suggestions For Tomato Growers

In an effort to help New Jersey tomato growers continue last year's record production of 292,000 tons, the Vegetable Crops Department at Rutgers University has prepared detailed recommendations for tomato growing in 1948.

Knitted Apparel

This year finds machine-knitted hand-knitted, hand-loomed and simulated hand-knitted dresses, suits, jackets and three-piece suits in varying price ranges from \$29.95 on.

Advertisement for J.H. Schmidt & Son, Inc., featuring lawn grass seed and vegetable seeds.

Advertisement for Forbes Sales Garden, featuring lawn grass seed, vegetable seeds, flower seeds, fertilizers, peat moss, begonia bulbs, and garden tools.

THEATER-RECREATION

The "Pleasure Bound" Page

News and Views on Places to Go and Things to Do

DINING-NITE SPOTS

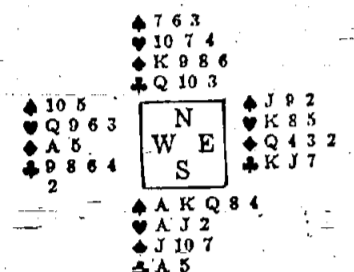
BARCLAY ON BRIDGE

By Shepard Barclay

"The Authority on Authority"

A THREE-WAY PLAY

There are frequent plays which offer two chances of success. One chance would be through the direct operation of the play itself. The other would come after its failure, from inviting a mistake by one of the defenders. On rare occasions a three-way play is encountered. First it may work by itself, bringing your contract home. Second, if it fails, one defender may make a particular error. Third, if he does not, his partner then has a chance to slip and present your contract to you.



(Dealer: East. North-South vulnerable.)

East South West North Pass 2 Pass 3 Pass 4 Pass 4

East later regretted deeply that he had not passed the 1-Spade, but his side had a part score of 80, and that lured him, in the hope that West had passed almost enough to bid.

In response to the diamond call, West led the A. But when he got the 2 from East and South played the J, West switched to the club

4. The 10 from dummy brought forth the J and A. Thereupon the declarer, Penton Johnston, one of the best in New York's University Club, went to work. With a probability of one loser each in all suits except spades, he first took out the trumps in three rounds and then made his real try for game. It happened to be a three-way play. It was a finesse of the diamond. If it worked, he would be home. It didn't, however, and now the second chance was at hand. If East would only lead a club, either his good K or a smaller one, two hearts could be discarded on a club and a diamond. East saw that himself, so returned a heart, the 5. South played low and let the Q win.

Now came the third chance. A club return would beat the contract, but a heart would assure it. West guessed wrong, leading the heart 3. That trapped the K, so diamonds furnished a discard of the club 5 and the rubber was in the bag.

Cancer of the lung probably represents 10 per cent of all cancer. It is more commonly found in men than in women, in white than in Negroes, in those 50 years or older. The right lung is involved somewhat more frequently than the left. Removal of the lung before cancer has spread is the only possible cure.

Three-fifths of all World War II veterans are married, and two-thirds live in urban areas, a Veterans Administration report revealed.

The Teen-Ager..... Looks Around

By S. ROBERTSON CATHER

As previously stated I am going to give the low down, the inside story to you about the major professions and categories of work. These articles will, I hope, have an air of professional assurance and integrity about them since I will get my facts from a representative business man in the field under discussion.

This week the field under discussion is industrial advertising. The man I am interviewing is about 5'8" in height, of medium build with a quiet unassuming manner. His blue eyes have a steady sparkle as he talks and he makes his points calmly, clearly and with touches of humor revealing a not cynical, but very practical knowledge of men and business ways. In short he is a representative salesman personally of the low pressure variety. He is executive vice-president of Michel-Cather, Inc. with twenty-eight years experience in advertising and sales management; he is also my father.

I got this dope from him: Junk the idea that advertising is glamorous—it is a rat race, as depicted in the "Hucksters" with slight exaggerations. It is not stable. But so long as we have a system of free enterprise we will have the field of advertising. Industrial advertising is growing. A quieter brother of general advertising it confines its activities to engineering type concerns and requires a greater technical, specialized knowledge of a client's product. It pays less than general advertising but is proportionately low in cutthroat competition. Briefly speaking three types of

jobs are unique to advertising. The agency contact man who is essentially a salesman working with the advertiser and the others in the agency organization. This man must be able to meet people with ease and earn their trust. An education including high school chemistry and physics and college industrial engineering, tempered with some practical sales work in an industrial concern is very helpful.

Then there is the copy writer who writes the text of the ad. He needs a technical vocabulary, some knowledge of engineering and a style which keeps in mind the 11th Commandment: "You aren't Shakespeare, all we ask you to do is sell this monkey wrench to the reader." In short a writer with good commercial sense is wanted.

Have Enlarged Hunt Club Grill

An expansion of the grill for the Hunt Club Room, at Hotel Suburban, has been completed this week and the new French type charcoal broilers are being installed. This enlargement comes a bare six months after the opening of the Hunt Club Room and is due to increased patronage and a steady demand for large steaks and variety of menu. When the hotel's new cocktail and supper room was opened in September, the management expected an emphasis to be placed on beverages, rather than food, due to the Audubon Room, the hotel's dining room, being available. A matter of weeks, however proved there was a major demand for diners at a later hour than the dining room remained open and that a late supper menu and service which could accommodate large parties, would prove popular. To this end it was necessary to double the size of the Hunt Club grill, which had been designed for a restricted menu.

Charles W. Holt, manager, who came to Hotel Suburban recently from the Lake Placid Club, worked out plans for the enlargement of the grill on his arrival and the equipment was ordered. With the addition of a second chef, the Hunt Club is now to give simultaneous service to large groups arriving in one party, which was difficult before, and a greatly increased menu is now offered. Because the Hunt Club Room is closed on Sunday, in compliance with the town ordinance, the Audubon Room has developed a Sunday evening supper special, in addition to the regular dinner menu, to accommodate Hunt Club patrons. The six and a half acre grounds on which Hotel Suburban is situated affords ideal summer accommodations and Mr. Holt is making plans for out door cocktail service and garden wedding receptions, as soon as the warm weather arrives. The manager says he anticipates an increased summer use of the hotel by New Yorkers who desire to get out of the city, while steadily increasing number of city dwellers have discovered Summit as a desirable vacation spot and have been using the hotel week-ends to this end.

Solution To Last Week's Puzzle

Word puzzle grid with solutions: SHAD, STRUM, KATAL, PASS, YINE, ERASE, ERODE, AVAL, ARIL, RIPEN, VALET, LENA, RELEVANT, THE, LETMARGY, GAPE, CHART, MEET, DEBASE, PROTEIN, RAISER, ELATE, REAL, NEER, DALLE, PING, HARM, SCREED, LADE, ODA, PANT, TOE, DAIS, TED, TELLING, SAL, PERFORMER, END, COMFER, FRO, MUNICIPAL, CAT, CULPRIT, AMA, HEIR, PIG, ROSY, OME, LYCK, REPORT, PARE, STUN, ATRIP, LAVER, TEND, SCORE, RELEED, LEVER, TRET, TERRET, LARD, RAVEN, DALATA, LORD, LER, LEA, MALAMATE, EBOE, ETAPE, DRINKE, BLEAD, SOLE, SERIN, LANCE, LEAD, SEER, TRENT, ENTER, EELY

Distributed by King Features Syndicate, Inc.

Radioactive sodium atoms produced in the atomic energy pile at Oak Ridge, Tennessee, have led to the elucidation of a fundamental mechanism in congestive heart failure which promises to save more lives in the next few years than were killed by the atom bomb in Japan.

A patient who receives a medical discharge from a tuberculosis hospital is an "arrested" case. These cannot give germs to others and are not dangerous to those with whom they come in contact.



For Your Next Luncheon Date .60 to \$1.25 Dinner From \$1.50 Open Daily at Noon

CHICKEN BARN Route 6, East of 23 Tolowa Boro Little Falls 4-6891

HITCHIN' POST INN

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The "Pleasure Bound" Page

News and Views on Places to Go and Things to Do

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Pictures, Plays and People

Next Tuesday, March 16, will mark the reopening of The Farmstead, unique eatery on Morristown-Whippany road, just four miles from Morristown... It's been closed for some time... Many restaurants and night clubs have shut their doors this past winter, the weather being severe enough to cause business to nose-dive tremendously...

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HOLLYWOOD
March 11-17, "VOICE OF THE TURTLE," "CAPTAIN BOYCOTT"
 - * ELIZABETH**
ELIMORA
March 11-13, "GOOD NEWS," "THE SON OF RUSTY"
March 14-16, "WHERE THERE'S LIFE," "THE LOST MOMENT"
March 17-20, "HIGH WALL," "WISFUL WIDOW OF WAGON GAP"
 - * IRVINGTON**
CASTLE
March 11-13, "DAISY KENYON," "FABULOUS TEXAN"
March 14-16, "GAY BANCHERO," "WHERE THERE'S LIFE"
March 17-20, "HIGH WALL," "WISFUL WIDOW OF WAGON GAP"
 - * MADISON**
MADISON
March 11, "THE EGG & I," March 12-13, "HIGH WALL,"
March 14-15, "TRIBUTE TO FATHER," March 16-18, "CAPTAIN FROM CASTLE,"
March 19-20, "RIDE THE PINK HORSE"
 - * MAPLEWOOD**
MAPLEWOOD
March 11-13, "TYCOON," "BLONDIE'S ANNIVERSARY"
March 14-16, "NIGHT SONG," "PIRATES OF MONTEY"
March 17-20, "TREASURE OF SIERRA MADRE," "MARY LOU"
 - * MILLBURN**
MILLBURN
March 11-13, "TYCOON," "BLONDIE'S ANNIVERSARY"
March 14-16, "NIGHT SONG," "PIRATES OF MONTEY"
March 17-20, "TREASURE OF SIERRA MADRE," "MARY LOU"
 - * MORRISTOWN**
COMMUNITY
March 11-17, "THE BISHOP'S WIFE"
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March 11-13, "BLACK NARCISSUS," March 14-16, "A WOMAN'S VENGEANCE," March 17, "I KNOW WHERE I'M GOING"
 - * PARK**
March 12-14, "THE PLAMER," "LINDA BE GOOD"
 - * NEWARK**
BRANFORD
March 11-16, "BLACK BART," "WOMAN'S VENGEANCE"
 - * STANLEY**
March 12-18, "MARY LOU," "TREASURE OF SIERRA MADRE"
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March 11-13, "DAISY KENYON," "FABULOUS TEXAN"
March 14-16, "TYCOON," "BLONDIE'S ANNIVERSARY"
 - * PALACE**
March 11-17, "I WALK ALONE"
 - * PIX NEWSREEL**
March 11-17, "THE PRIVATE LIFE AND LOVES OF REMBRANDT," "MURDER ON DIAMOND ROW"
 - * ROSELLE PARK**
PARK
March 11-13, "TYCOON," "ROSES ARE RED," March 14-16, "WIDOWMAKER," "IT HAD TO BE YOU," March 17-20, "GOOD NEWS," "SON OF RUSTY"
 - * RAHWAY**
EMPIRE
March 12-14, "SEVEN KEYS TO BALD PATE," "UNDER THE TONTO RIM"
 - * RAILWAY**
March 11-13, "WISFUL WIDOW OF WAGON GAP," "THE LOST MOMENT," March 14-16, "TREASURE OF SIERRA MADRE," "MARY LOU"
 - * SOUTH ORANGE**
CAMBO
March 11-13, "GAY BANCHERO," "WHERE THERE'S LIFE"
March 14-16, "HIGH WALL," "WISFUL WIDOW OF WAGON GAP," March 17-20, "TYCOON," "BLONDIE'S ANNIVERSARY"
 - * SUMMIT**
LYHO
March 11-17, "TREASURE OF SIERRA MADRE"
 - * STRAND**
March 11, "THE EGG & I," "RUSH PILOT," March 12-13, "SLAVE GIRL," "FIGHTING MAD," March 14-15, "TYCOON," "UNFAMED PONY," March 16-18, "HIGH WALL," "WISFUL WIDOW OF WAGON GAP," March 19-20, "THUNDER IN THE VALLEY," "MARY LOU"
 - * UNION**
UNION
March 11-13, "GOOD NEWS," "FUGITIVE," March 14-16, "LOST MOMENT," "WHERE THERE'S LIFE," March 17-20, "MARY LOU," "TREASURE OF SIERRA MADRE"
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PLAZA
March 11-13, "HIGH WALL," "FIGHTING MAD," March 14, p.m., also "TRIBUTE TO FATHER," March 15-16, "THE SECRET LIFE OF WALTER MITTY," "WHY DANIEL?" March 17, "BIRTH OF WASHINGTON SQUARE," "GRIME DOCTOR'S GAMBLE"

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Anemia is a condition in which the blood is deficient in quality or quantity. Pernicious anemia is one of several types and is dangerous and often fatal. It occurs chiefly in middle life and is caused by inability of the body to absorb the food eaten.

Heart ailments and cancer caused 72 per cent of the deaths among Americans last year, according to a Mutual Life Insurance Company study made of one million policy holders.



CATCHING UP WITH THE WORLD

By GREGORY HEWLETT

New Jersey's long-standing reputation of being a red-hot political state is being proved over and over again these days, and will probably be re-proved and enlarged during the days ahead in this year of decision.

Certainly, going-on of a political nature, primarily within the confines of the Republican party, again take the cake in this week's catching up process. And as has been the case before, it is the unpleasant Mr. Hawkles who is responsible for this unpleasant taste in the mouths of GOP politicians.

At first glance, of course, it would appear that Senator Hawkles had done everybody a good turn by removing himself at long last from the competition over his seat in the U. S. Senate. He wasn't wanted from the beginning, his party-mates have been trying their best to get him out, he's now out—and so everybody should be happy.

Probably a lot of folks are pained by his withdrawal, even if it had to come with a loud and nasty blast at the state's Republican organization, but personally we're sorry he's gone. We would have preferred to see him in the primary on April 20 and find out directly how the GOP voters think about him and his policies. We're confident he would have been soundly shelved, but it would be better to know that than to guess at it.

Still in the senatorial race for the Republicans are State Treasurer "Bob" Hendrickson, State Labor Commissioner Harry Harper and a guy named Meyers. Whether they'll all be in it at the end of the race is still a question, but at the moment Harper, the outsider, seems to be enjoying the notoriety he's getting. While Hendrickson is gathering the support—and votes—of the county organizations, Harper is defying Emily Post and the man he works for, Governor Driscoll, by "crashing" places where he's neither invited nor wanted.

We must, however, admire his spirit. He says he's in the race and intends to stay in, and points out that he has every right so to do since he's a "free primary." To that we say Amen. There's more of the same spirit around, incidentally, because even the dean of New Jersey's delegation in the honorable House of Representatives, the venerable

Speaking of government, these citizens who are concerned about human rights should be disturbed by the Condon case—the case of a high-ranking federal officer accused by the House Un-American Activities Committee of being "one of the weakest links in our atomic security."

That is a serious accusation in this period of near-hysteria over anyone or anything that is the least but unorthodox. And it was made, apparently, against Dr. Edward U. Condon, director of the Bureau of Standards, on the basis of the same evidence that was evaluated thoroughly by the Commerce Department's loyalty board.

The difference was that the latter group gave the scientist an OK, while the Thomas committee, without even giving Condon a chance to appear in his own behalf, released its charges to the public.

That kind of "government by suspicion" is dangerous at any time, and it is especially deplorable at a time when we should be trying above all to show to the world that in our free America, individual rights are sacred. There may be a place for an un-American activities committee, but why can it not operate on American, rather than un-American, lines?

NEW JERSEY POLL

Majority of Public Opposes Wage Increases for Fear of Higher Prices

By KENNETH FINK, Director, The New Jersey Poll
Princeton, N. J., March 11.—Another round of wage boosts for workers at this time is not favored by a majority of the New Jersey public because of fear of further increases in the price of goods.

This was brought to light when the issue of wage and price increases was placed before the public in a recent New Jersey Poll survey.

When interviewers asked a representative cross section of the state's residents:

"Some people say workers' wages should be increased again because of today's high prices. Other people say that wages should not be increased because if wages are increased, prices will go still higher. How do you feel about this? Are you for or against increasing the wages of workers?"

The vote was:

For wage increases	35%
Against	52%
Qualified answers	7%
No opinion	6%

Those who gave qualified answers are mainly of the opinion that it depends on the individual case and that wages should remain where they are but prices should come down.

NO GROUP SHOWS MAJORITY SUPPORT
That the New Jersey public is aware that a wage hike right now is likely to result in higher prices is indicated by the fact that in no occupational group is there a majority vote for pay increases. Sentiment for wage boosts is strongest, however, among manual workers.

The vote by occupations:

Occupation	For Wage Increases	Against Increases	Qualified & No Opinion
Professional and business men	25%	62%	13%
White collar workers	33%	52%	15%
Farmers	30%	73%	7%
Manual workers	40%	40%	14%

Even union members, where sentiment for a pay increase is strongest, are sharply divided on the question—neither side mustering a majority because of the people who are undecided and those that give qualified answers.

The feeling that pay hikes will result in price rises is general—even among those who have had little or no formal education. Wage boost opponents outnumber their supporters among grade school, high school, and college trained adults in the state, although desire for wage increases is strongest among those who had only elementary school training.

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Education	For Wage Increases	Against Increases	Qualified & No Opinion
College	26%	64%	10%
High School	33%	55%	12%
Grade or no School	41%	47%	12%

50% OF LOW INCOME FAMILIES OPPOSE PAY HIKES
That wage boosts are not entirely related to occupation, union membership, or education is indicated by the fact that lower income families evidence stronger support for wage increases than do average and upper income families. It is only natural that families having difficulty meeting ordinary living expenses should favor larger pay envelopes, regardless of what may happen to prices. Yet even among lower income families, 50% of them oppose wage increases for the present.

Income	For Wage Increases	Against Increases	Qualified & No Opinion
Upper income	23%	61%	16%
Middle income	35%	52%	13%
Lower income	43%	50%	7%

Next week the New Jersey Poll will report on the public's views on war memorials.

When the year 2000 rolls around there will be more than 3,400,000 veterans of World War II still alive and they will have reached the average age of 78, according to a statistical forecast of the Veterans Administration.

The death rate from TB among male doctors is less than half that of white males of the same age in the general population; one-third for syphilis; four-fifths for cancer; and three-fourths for appendicitis, hernia and intestinal obstruction.

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