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# The Springfield Sun

VOL. XXIV—No. 22

OFFICIAL NEWSPAPER  
BOROUGH OF MOUNTAINIDE

SPRINGFIELD, N. J., THURSDAY, MARCH 24, 1949

OFFICIAL NEWSPAPER  
TOWNSHIP OF SPRINGFIELD

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## LISTEN



FRIENDS!!

We've been accused of stringing the public along in connection with the proposed new Morris avenue garden apartment... that isn't exactly so... as a matter of truth, your columnist has been dangling at the end of a rope on the proposition for some time, too... fact of the matter is this: FHA was supposed to come through with final commitments every day for the past month and hasn't done so because the agency is said to be snowed under... the moment the papers arrive, however, the construction organization is slated to swing into action without a moment's delay... that's the story as it now stands and there still exists no reason to question anyone's veracity.

While we're talking about building programs we recall mentioning an item a few columns back about a huge development under consideration for Route 28, near the Union line... plans are progressing on that one, too, and FHA is also in the picture after the other, but the plans ultimately will become a reality... it's a \$3,000,000 proposal involving 67 acres of land and calling for the erection of about 200 homes... several acres are to be donated to the town for playground and school purposes.

From the appearance of the long lines at the local motor vehicle agency all week it might be well to suggest that car owners not wait until the last minute to obtain '49 license plates... no car registration can be renewed unless the vehicle bears the second period, 1948 inspection sticker... the deadline is next Thursday!

Now that official approval has been granted Battle Hill Post, VFW, in connection with land for its proposed new headquarters, plans have been launched to start construction... the vote are bubbling over with enthusiasm and want to build a model home, one that everyone in town will look upon with pride... but in order to do the job they'll need lots of help, financial and otherwise... volunteer labor, building materials and cash will do the trick!

That Township Attorney Bob Darby does a lot of kidding around at town meetings goes without saying, but he's certainly on his toes when it comes to serious business... he proved he couldn't be buffaloed that other night when representatives of a development company sought to blame the town for flooding their lands and allegedly rendering them useless.

Audience reaction to the new sound system in the town hall has been splendid, but something's screwy somewhere... now it's difficult for committee members to hear one another!

There are just about 20 games left in the current municipal bowling league tournament and from all indications Springfield Market bowlers have every prize in the bag... at the moment, Market bowlers hold first place high for team games, first place high for 7-games series, first place in the league, first place high for single game and second, third and fourth places for individual scoring... there's nothing left.

**SPRINGFIELD MAN PLEADS NOT GUILTY**  
Joseph J. Reihl, 35 years old, of 41 Edgewood avenue, pleaded not guilty to a burglary charge before Magistrate James T. Owens in the Second Precinct Municipal Court, Newark, last week. He was ordered held without bail for the Essex County Grand Jury.

Reihl, who, police claim, has a long record dating back 30 years, was arrested recently in Newark. He is accused of stealing a safe from the American Food Store, 287 West Market street, Newark, on January 28. Allegedly he and an accomplice, Ernest W. Menzel, 47, of 29 Springfield avenue, took the safe. The latter pleaded not guilty several weeks ago and also is awaiting Grand Jury action.

Florida Visitor  
August H. Schmidt, former president of the Board of Education, of 35 S. Maple avenue has been visiting at the home of his mother in Hollywood, Fla., the past few weeks.

## Tax Receipts Up 10 Per Cent Huff Reports

### Collector Says Township Picture Looks Splendid

Talk of an impending depression is not being reflected in the general township tax picture, Tax Collector Charles Huff said today. He pointed out that collections for the municipality to date are more than 10 percent over the figure for last year.

The tax collector said he is unable at present to determine whether the percentage being paid by the individual taxpayer is greater than that which was paid last year since there still is some uncertainty about the tax rate. The original tax rate was 6.22 per \$100 valuation but the change made by the Township Committee when it inserted an item of \$2,800 to cover costs of the proposed War Memorial increased the rate. It will be either 6.35 or 6.36 as compared with 5.04 for 1948, the collector said.

In the past, tax collections have been rated by financiers as one of the best barometers of economic trends. Huff said that township residents and commercial and industrial concerns have not indicated that they are not in fully as favorable position as they were a year ago in relation to their ability to pay taxes.

"The general picture looks excellent," the tax collector asserted. "We are ahead of last year in collections and despite what you may read in newspapers people here appear to be doing fairly well financially."

## Police Exams Scheduled for April 27

The New Jersey State Association of Chiefs of Police will conduct an examination for applicants to the Summit Police Department on April 27 at 7:30 p. m. in the high school, it was announced yesterday by Police Chief Edward K. Egan.

Chief Chase Runyon of Springfield, chairman of the examination committee, will supervise the tests which include the following: 1—Intelligence test; 2—Adaptability; 3—Spelling; 4—Mathematics; 5—Observation and analysis; 6—Composition and report writing; 7—Individual oral interview by the rating board.

## Woman's Unit To Hear Speaker

The International Relations Department of the Woman's Club will hold its next meeting at the home of Mrs. Arthur Dossy of 28 Ridge terrace, Short Hills, on Wednesday, March 30 at 2 p. m. Miss Mary Hasbrouck, chairman of the International Relations Department of the Maplewood Woman's Club will speak on the "Argentine" and will review "Argentina's Dairy" and "Revolution Before Breakfast" briefly. Tea will be served.

## Dull Primary, Red Hot November Is Prediction

For the first time in many years the campaign pyrotechnics which have marked primary elections here will be missing for the next four weeks. However, all the campaign artillery which is being expected prior to April 19 is expected to be rolled out and given double duty come next October when Republicans, Democrats and Independents will engage in an all-out battle for two seats on the Township Committee. Just to add zest to the battle of the ballots will be a two-man fight for the post of political pundit with the local Democrats attempting to wrest that political plum from the GOP.

As far as next month's primary is involved only intra-party struggles in the Assembly and freeholder contests hold any possibility of bringing Springfield voters out. Even those are somewhat out of the realm of the interests of township residents with a lone exception. That is the four-man struggle for the three freeholder posts on the Democratic ticket. One of the aspirants is Township Committeeman George M. Turk. He and two of his running mates

## Reckless Driver Pays Heavy Fine

Ernest Stephens, of 1 Cherry lane, Caldwell, found fast driving in the township an expensive proposition when he was arraigned before Magistrate Henry C. McMullen in Municipal Court Monday night on a charge of reckless driving. Stephens, 30, was fined \$50 for driving 50 miles an hour on Mountain avenue early in the morning on March 15. The magistrate imposed a fine of \$53 pointing out that Stephens had been endangering his own life as well as those of other motorists on the road as a result of his high speed.

## First Aid Squad Names Officers

George J. Koehnlein of 170 South Springfield avenue, was elected president of the Springfield First Aid Squad at the organization meeting in Town Hall Friday night. Other officers chosen were: Vice-president, Kenneth E. Bannometer of Evergreen avenue; and secretary and treasurer, Willard D. Watkins of 142 Mountain avenue.

## Overlook Fund May Get \$667,000 State Grant

A concerted effort to push the Overlook Hospital Building Fund campaign to a near close by June 15 so that a \$667,000 state-federal hospital aid grant can be included in the \$2,000,000 needed for a new hospital plant, was announced last Thursday by Ridley Watts, chairman of the building fund committee, at the annual meeting of the Hospital Association—held at the nurses' residence.

## YWCA to Celebrate 22nd World-wide Observance Day

The Business, Professional and Industrial Girls of the Summit YWCA will mark the 22nd anniversary of their World-wide Observance Day program with an international dinner at the Community House, 4 Walden avenue on Tuesday at 6:30 p. m.

## Tremendous Step Forward

In making the announcement to the meeting, Mr. Watts commented as follows: "Just think what this means to Overlook and to everyone who is interested in good hospital care for this area. First of all, it means that for every \$2 that you and I put up, the state will supply us with an additional dollar. This, in itself, is a tremendous step forward, but even more encouraging is the fact that our objective is so much closer because it means that we only have to raise an additional \$800,000 in order to qualify for the full amount. Of this \$800,000, we believe that approximately \$200,000 can be obtained from the public campaign which we plan to hold early next year, so that the committee now working must only raise \$600,000 additional in advance gifts. This, I am sure, can and will be done."

## Woman and Mrs. Herman Spiesbach, Jr. of 164 Linden avenue, have announced the birth of a son last week at Overlook Hospital, Summit. Weighing ten pounds and five ounces, he is the fifth child for the couple.

# Township Committee Rejects Opposition to Salary Raises; Increases Pass Unanimously

## Township Agency Issues Last Call

Richard Bunnell, Springfield motor vehicle agent, said today there are still approximately 2,000 car owners, on the basis of normal March business, who have not yet renewed their car registrations for the 1949 registration year which begins April 1.

## Frost's Criticism Rouses Turk's Ire

Criticism by Gregg Frost, editor of "Tin Hats," publication of Continental Post, American Legion, aimed at Township Committeeman George Turk in connection with the latter's alleged inactivity as a member of the War Memorial Committee, brought a snappy reply yesterday from Turk.

## Regular Democrats Indorsed by Club

Criticism of local "pollsters" who try to achieve their ambitions through "misrepresentation" was expressed recently at the monthly meeting of the Springfield Democratic Club at the Chateau Ballroom. As a result of the discussion the club went on record in indorsing only those who carry the designation of "Regular Democrats" for nomination to state, county and municipal offices.

## Lawrence R. Gould Will Speak Here

A capacity crowd is expected at the Caldwell School auditorium Monday evening to hear Lawrence R. Gould, famous commentator on foreign affairs, in a program arranged by the Springfield "P.T.A." A veteran of World War II—Mr. Gould, seconded with the European Civil Affairs Division of the United States Army. Since his return to the lecture platform he has won plaudits for his analysis of the complex contemporary world scene. He is a seasoned expert on European affairs and has traveled abroad widely both in Western Europe and in the Russian zone to the East.

## Japan Could Help Stop Russia, Rotary Is Told

"The bulwark of defense against the spread of Communism in the Far East lies in restoring pre-war industrial growth to Japan," former Councilman Robert Moss of Elizabeth told the Springfield Rotary Club at its luncheon meeting Tuesday noon in The Hitchin' Post, Route 29.

## Budget Group Spokesmen Center Attack on Police

A two-man assault on the Township Committee last night delayed passage of the 1949 salary ordinance for nearly an hour. Louis Pignolet, president of the Citizens' League, and Eugene Haggerty, a member of the group, both representing the Citizens' Budget Committee, which was made up of representatives of various civic groups, attacked the governing board for failing to hold a "conference around the table" with the budget committee.

## Local Inspector Overcome by Gas

James D. Drumm, 39 years old, of 61 Mountain avenue, supervisor of the Westfield Motor Vehicle Inspection Station, was overcome Monday afternoon by phosgene gas fumes inhaled while extinguishing a fire in a car on the inspection line.

## Republican Club Hears Speakers

Tax Collector Charles Huff and Arthur Handville and Walter Baldwin, candidates for the Township Committee, were among the principal speakers at the meeting of the Springfield Republican Club at the Legion Hall Monday night.

## Three Residents Summoned for Jury

Three township residents have been summoned for jury duty in Elizabeth. The trio, whose names were drawn by Sheriff Charles E. Ayers and Jury Commissioner William A. Bourdon, are Conrad L. Poetsche, 139 Linden avenue; Mrs. Carolyn M. Harmon, 19 Marcy avenue; and Louis J. Kupper, 480 Meikel avenue. Their period of service will end April 8.

## Lions Club Hears Bonnie Brae Talk

C. A. Group, executive director of the Bonnie Brae Farms for Boys at Millington, was the principal speaker Friday evening at the weekly supper meeting of the Springfield Lions Club at the Orchard Inn, Route 29. He related the history of the farm and depicted its activities showing pictures of its operations.

## Leaving Marines After Four Years

Antonio Pasquale Jr., son of Mr. and Mrs. Antonio Pasquale of Shunpike road will be discharged from the United States Marine Corps on October 1, 1949, marking completion of four years of service. He attended local schools and the Regional High School prior to his enlistment. He has served in Panama, Pearl Harbor, China and Guam. He now is stationed at a Marine base in California.

## Local Inspector Overcome by Gas

Westfield police said the blaze broke out in the motor of a car owned by A. L. McNeill of 1945 Grand avenue, Scotch Plains. Mr. Drumm used a hand extinguisher in putting out the fire. He collapsed a few minutes later.

## Republican Club Hears Speakers

That the official had placed an estimate on how much salary should be paid for the post and that the governing board had set the remuneration accordingly. Belief was expressed by Pignolet and Haggerty that Merlette perhaps should have received more and that other salaries should not have been increased so much.

## Three Residents Summoned for Jury

An ordinance introduced provided for the operation of the police department and established regulations for police procedure, included in its provisions was establishment of the post of lieutenant, who will be second ranking officer.

## Lions Club Hears Bonnie Brae Talk

The committee approved installation of "caution" signs along South Springfield avenue at Meckes, Divens and Ruby streets. An offer of stone for the war memorial by the North Jersey Quarry Company was praised and referred to the War Memorial Committee.

## Leaving Marines After Four Years

When driving in residential neighborhoods and near schools, be sure to keep your speed low and your alertness high... BE PREPARED TO STOP IN TIME TO SAVE A CHILD'S LIFE.

## Budget Group Spokesmen Center Attack on Police

The mayor defended the police salary increases of \$800 for each man pointing out that it was offered in lieu of the original request for a 40-hour week as a result of a suggestion made by the Springfield Association of Patrolmen's Benevolent Association. Pignolet and Haggerty suggested that a compromise arrangement might have been made with the police working a 44-hour week and with a smaller increase.

## Local Inspector Overcome by Gas

The debate then centered on the efficiency of the police department with the budget committee representatives asking questions on the comparative ability of the Millburn and Springfield police departments and their respective salaries. Asked if he considered the local department to be as efficient as that of the neighboring municipality, the mayor expressed belief that the Springfield police are the best in this section. His statement elicited considerable applause.

## Republican Club Hears Speakers

Pignolet and Haggerty then asked why the salary of Township Treasurer Floyd Merlette Jr., had not been raised. It was pointed out that the official had placed an estimate on how much salary should be paid for the post and that the governing board had set the remuneration accordingly.

## Three Residents Summoned for Jury

A resolution was adopted authorizing the payment of a 5 percent bonus to all municipal employees. It will be paid only on the first \$3,000 of each salary thus setting the maximum at \$150. A similar bonus was paid in 1948 salaries.

## Lions Club Hears Bonnie Brae Talk

The committee approved installation of "caution" signs along South Springfield avenue at Meckes, Divens and Ruby streets. An offer of stone for the war memorial by the North Jersey Quarry Company was praised and referred to the War Memorial Committee.

## Leaving Marines After Four Years

When driving in residential neighborhoods and near schools, be sure to keep your speed low and your alertness high... BE PREPARED TO STOP IN TIME TO SAVE A CHILD'S LIFE.

## OUR POLICE CHIEF SAYS

It touches your heart to read about so many children being killed or crippled or scarred in accidents... Drivers must remember that youngsters do not always stop to think. Therefore grown-ups must think, not only for themselves, but also for children who may thoughtlessly disobey safety rules.



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RAYMOND BELL, Publisher

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LETTERS TO THE EDITOR

A LETTER TO NEW JERSEY PROPERTY OWNERS

Although most New Jersey municipalities have now set their tax rates for 1949, the alert taxpayer knows that only a part of this year's property tax story has been told.

Your property taxes are determined by multiplying your property assessment by your tax rate. Your rate is generally figured at so much per \$100 assessed valuation.

Now, assessments are not as flexible as tax rates. Each year, the rate can go up or down, or remain the same. Every property owner is affected. But assessments are different. Changes are that if your own assessment has been too high or too low it will probably remain so this year.

Some municipalities have attempted to correct such inequalities. But individual attacks on the

problem have often failed. The fact is that property assessments generally are inequitable. In New Jersey our citizens often complain about their local assessing but without realizing that taxpayers in all parts of the State are suffering from similar conditions.

Real improvement will come only when the public understands more about the assessing problem and is ready to support improved assessing.

To obtain this, your assessor will need better tools with which to work. First he'll need an adequate assessment records system. He will also need assessment maps, which many municipalities don't have. And lastly he'll need a set of standards of land and building values which he can use in placing the value on individual holdings.

Only then will your municipality be in position to assess systematically, and, we might add, fairly. Yours for better assessing, NEW JERSEY TAXPAYERS ASSOCIATION.

HAPPY BIRTHDAY

A "Happy Birthday" is extended this week by the SUN to the following residents of Springfield: MARCH

- 25-Arthur H. Lennox, Carl Fiemer, Jr., Mrs. C. Rauter, Mrs. Frederick Looser, Judith Leslie Edwards, 26-Mrs. Eugene W. Hutloff, Walter Ledogar, Jane Bersler, Tunis Elavin, Walter Fleetwood, 27-Edward M. Cook, Russell Anderson, Gladys Spaeth, Shirley Ann Pearson, Kenneth Southard, Miss Doris Bonnett, Ralph Holler, Patricia R. Ball, Arthur Trivett, Mrs. E. Lorenz, 28-Raymond Forbes, Mrs. Albert A. Sargo, John Kulp, Mrs. Randolph Ellis Long, Mrs. Virginia Gails, Mrs. Joseph Morris, Eleanor Hutloff, Leon Bideau, Richard Ball, 29-Mrs. Sidney S. Smith, Howard H. Day, Edward Dambrs, Donald Rossett, Eileen Mae Peterson, Jon Francis Lee, Margaret Rose Mayer, Miss Doris Albrecht, Mrs. John Hagelmann, Mrs. George Turk, Mrs. Frank Stevens, Mrs. Conrad Fiedler, 30-Mrs. Theodore Stiles, Andrew M. Tuttle, Mrs. Louise Collins, Miss Ann Detrick, Roy Abram, Jr., Mrs. John L. Hall, 31-Mrs. Leslie Allen, Mrs. Fred C. Kaufmann, Theodore H. Neumann, Rita Nyborg

Luncheon Served. A cafeteria luncheon was held this noon (Thursday) at the Springfield Methodist Church.

Card of Thanks. Mr. August M. Huber and family wish to thank their numerous friends and relatives for the many kindnesses extended to them in their recent bereavement, including the floral tributes and other expressions of sympathy. They are especially grateful to the Rev. Bruce W. Evans, who officiated at the services, the gentlemen who acted as pallbearers, and the associates of Smith and Smith (Suburban).

STILES SOFT WATER SERVICE. Water Softening Specialists. Rentals-Sales-Service. Rock Salt and High Quality Soap-Powder Delivered. Phone Su. 6-5802

Church Notes

The Presbyterian Church

Bruce W. Evans, Minister

9:30 a. m. Church school for Junior and Seniors. 11 a. m. Church school for Beginners and Primary students (ages three through eight). 11 a. m. Worship service. Sermon topic "Central Truths". Parents may attend this service while their children are enrolled in the church school.

7:15 p. m. Christian Endeavor. A committee headed by Dorothy Jane Runyon will present a program on the hymns of the church. Tuesday, Wednesday and Thursday from 11 a. m. to 10 p. m., the Ladies' Benevolent Society will sponsor the annual Antique Show and Sale in the chapel. The public is cordially invited to attend.

Springfield Methodist Church

Rev. C. A. Hewitt

Sunday, March 27. 9:30 a. m. Church school. 9:45 a. m. Early service of worship. Parents may attend this service together while the children are in their classes. 11 a. m. Late service of worship. Sermon topic for the day: "The Christian Mission—'Personal Impressions of China'."

7 p. m. The Intermediate Youth Fellowship participates in the special Sunday evening services during Lent. 7:45 p. m. Continuation of the program of special services for the Lenten Season. The theme, "The Life of Saint Paul," is being illustrated through word-and-picture. The sound motion picture for this week is "Grace of Forgiveness." Commentary on the appropriate passages in the Acts of the Apostles will be made. Betty Nauz and Janice Smith will assist in conducting the service. The public is invited.

At the conclusion of the late service of worship on Sunday the Intermediate Youth Fellowship will sponsor a Sacrificial Meal. The food will approximate in kind and quantity the greatly reduced diet of less-fortunate people around the world. A contribution of fifty cents for adults and twenty-five cents for children will be received and used to supplement the diet of these needy ones. The young people have prepared a short program which will point the significance of the occasion. Everyone is welcome.

On Wednesday, March 30th, the first of a series of three studies on "The Church" will be held. The meetings will be held in the Trivett Room of the church at 8 o'clock. Other meetings will be held on successive Wednesday evenings, April 6th and April 13th. Through the medium of projected slides prepared by the Yale Divinity School, the development of the Christian Church will be traced with special emphasis upon the Methodist movement. Offered as a means of introducing prospective members to their new relationship with the church, these studies are of considerable interest and value. The minister is urging present members to avail themselves of the opportunity for this instruction. The meetings will also be open to the public.

St. Stephen's Episcopal Church

Rev. Hugh W. Dickenson, Rector

8 a. m. Holy Communion. 9:45 a. m. Church School and Bible Class. 11 a. m. Morning Prayer and Sermon. 11 a. m. First Sunday in month; Holy Communion (Choral) and sermon.

11 a. m. Church Nursery for children whose parents wish to attend the 11 o'clock service. This group is open to pre-school, kindergarten and first through third grade youngsters.

St. James Church

Springfield

Sunday Masses: 7:30 a. m., 8:30 a. m., 9:30 a. m., 10:30 a. m., 11:30 a. m. Sunday School Class, 4 to 5 p. m., Monday. High School Class, 7 to 8 p. m., Monday.

Grace Lutheran Church

"The Little Church in the Valley"

Vauxhall road and Hobart street, Union, N. J.

Rev. H. von Spreckelsen. Sunday School 9:15 a. m. Church Service 10:30 a. m.

St. John's Lutheran Church

Summit

Rev. W. S. H. Haman, Ph.D. Sunday, March 27. 9:30 a. m. Bible school. 10:45 a. m. Worship. Sermon: "When Resources Seem Small." 6:30 p. m. Fellowship supper of the congregation in the Parish House, sponsored by the Women's Society. The speaker will be the Rev. Russell Fink, D.D., for 26 years a missionary to India and now pastor of the Second English Lutheran Church, Schenectady.

First Church of Christ, Scientist

202 Springfield Avenue

Summit, N. J. Sunday 11:00 a. m. Sunday Service. 11:00 a. m. Sunday School. Wednesday evening—Testimonial meeting, 8:15 p. m. Reading room open to the public daily 11:00 a. m. to 4:30 p. m. Also Friday evening 7:30-9:30 p. m., and Wednesday evening after service to 10:00 p. m. "Reality" is the subject for Sunday, March 27.

Golden Text: "Whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things." (Phil. 4:8) Sermon: Passages from the King James version of the Bible include: "The Lord hath brought forth our righteousness: come, and let us declare in Zion the work of the Lord our God." (Jer. 11:10) Correlative passages from "Science and Health with Key to the Scriptures" by Mary Baker Eddy include: "There is but one primal cause. Therefore there can be no effect from any other cause, and there can be no reality in aught which does not proceed from this great and only cause." (p. 207)

DULL PRIMARY

(Continued from Page 1)

If for nothing else Callahan will go down in Springfield political history as the man who cast the famous vote which should have turned control of the township during 1948 to the Democrats—but didn't. His military ballot, which was mailed from Springfield, didn't reach the Board of Elections in sufficient time to break a tie vote between a Democrat and Republican. As a result, the hectic proceedings of the following New Year's Day made history here. Callahan is a World War II navy veteran.

The Republican nominees are Frederick A. Handville and Walter Baldwin. Handville unsuccessfully fought the nomination in last year's primary when, running with organizational support, he was defeated by Fred A. Brown. What is expected to lend additional zest to the campaign are the candidacies of former Township Attorney Herbert A. Kuvin and Timothy J. Sheehan, as Independents. Kuvin, a colorful campaigner, has warmed up to his task by publicly attacking Turk on the issue of the War Memorial at a recent township meeting. He is running mate, Sheehan, campaigned as an Independent Democrat in last year's election.

Most observers believe that if the general election were being held next month the two Independents would be elected. Turk is popular in some sections of the township but he also has made a number of enemies particularly among the Democratic faction headed by Tax Assessor Frank Cardinal. The latter is expected to support Sheehan and Kuvin in the campaign. However, observers point out that November is many months away and that developments could take place which might rob one faction of support. He now commands and gives it to another. The Democratic cause will be weakened, some believe, by the fact that Turk is seeking a freerhold post as well as attempting to retain his seat on the Township Committee.

There is one phase of the election which is intriguing many political observers here. This centers on the make-up of the Township Committee in the event Kuvin and Sheehan are elected. The setup of the board then would be three Republicans and two Independents. Under these circumstances Albert G. Binder is seen as the key man. He could cast his vote at the organization session for the reelection of Robert W. Marshall as chairman or could throw his support to Kuvin, who undoubtedly would have the backing of Sheehan. In that situation Marshall and Brown, close political allies, would find themselves in the minority with the Independents, together with Binder, forming a faction which would organize the committee and dictate patronage appointments. The tax collector battle will find Harry Monroe, Democratic nominee, opposed to Charles Huff, Republican incumbent. Huff is expected to win in November but incidents could arise between now and then which might conceivably weaken the support which is expected to be accorded him.

STUMPP, WALTER OPENS NEW STORE

The opening of a Stumpp & Walter suburban store in the Summit area was announced this week by Edwin Carter of this city, president of the company. The new store will be located on Morris Turnpike, near the Lackawanna railroad arch bridge, on the site of Schmidt's nursery.

Looking Into Yesteryear

From Files OF THE SUN

Five Years Ago

Gifts of land from Springfield and Union were received by the Union County Park Commission last week. Springfield turned over deeds for some fifteen acres which will become part of the Rahway River parkway, the tracts being at Milltown road, Angell avenue and Marlon avenue. The property, formerly owned by Eldorado Springs on Milltown road, will be converted into picnic grounds and opened to the public.

At a meeting of the Child Care Committee of the War Services Division, Springfield Defense Council, a full discussion as to the need for a child care center in Springfield was held. It was made clear that such services could be established only for wives of men inducted into the service, or for those mothers obliged to work because of illness or incapacity of the father.

The total in Springfield's Red Cross drive has risen to \$3,500 in the campaign which has a \$9,500 goal, Chairman Roy Waldeck reported this week.

Steps to give positive immunization to children who are found susceptible to scarlet fever if authorized by the school physician have been taken by the Springfield Board of Education.

Ten Years Ago. Disclosure that the State High-

way Department is making plans to construct an underpass at South Springfield avenue and Route 29, came to light when the Township Committee discussed the department's request to relocate a signal light at the corner to some other point, not designated, during temporary detour while the work is being done.

The Township Committee introduced the 1950 budget ordinance, which, according to earlier forecasts, will bring the tax rate well over \$5 per \$100 valuation, as compared to \$4.61 for the previous year. Increased appropriations, to fill the gap caused by uncollected taxes, as required by the cash-and-carry plan, has been held as a principal reason for the higher rate, plus the fact that reduced surplus funds cannot be applied as in other years, to control the rate.

Stewart Brown, son of Mr. and Mrs. Milton P. Brown of 121 Melcol avenue, is again playing a prominent role in dramatics at Rutgers University, where the annual Queen's Players musical comedy "One Every Minute," has opened. Brown, a graduate of Roselle Park High School and former high school columnist for the SUN, who wrote last year's play, is co-author of this year's production.

LEGAL ADVERTISEMENTS

NOTICE. TAKE NOTICE that application has been made to the Borough Council of the Borough of Mountainside, Union County, New Jersey, for transfer of plenary retail consumption license Number C-3 from John L. Cahott to John and Johanna L. Cahott (husband and wife) known as Jack and Joan's situated in Route 30, Mountainside, New Jersey. Objections, if any, should be made immediately in writing to Robert Latag, clerk of the Borough of Mountainside, New Jersey. JOHANNA L. CAHOTT, March 24-31. Pess-43-506

DR. N. KRANTMAN Optometrist EYES EXAMINED. Phone Millburn 6-4168. 321 Millburn Avenue. Hours Daily and by Appointment Above Woolworth's Millburn

"Stop At The Sign Of The Flying Red Horse" NOW MULLER'S FRIENDLY SERVICE. Springfield and Morris Avenues. Formerly (C & L Service Station). Specializing in Lubrication, Car Washing, Batteries, Tubes. Open 7 a. m. to 12 midnight. RICHARD MULLER, Prop.

When It Comes To Eating Everyone Heads Directly For ED'S LUNCHEONETTE. Ed's been feeding you for years as head chef for the Springfield Diner. Now he's in business for himself and he reports loads of satisfied appetites. Specializing in Frankfurters and Hamburgers. Short Orders Delivered. ED'S LUNCHEONETTE. 615 Morris Avenue—Opposite Millburn Avenue. MI. 6-0279

AL SMITH Express And Trucking Service. Shore Deliveries—Light Moving. Nothing Too Small. 275 Short Hills Avenue. Springfield, N. J. Mi. 6-0777

BRING YOUR CAR TO Morris Ave. Motor Car Co., Inc. And Get This SPECIAL SPRING TUNE-UP! Tune Engine for Warm Weather Driving. Check Electrical System. Inspect and Adjust the Brakes. Lubricate to Factory Specifications. Cross Switch Tires, Inflate Properly. Drain and Flush Cooling System. Tighten Body Bolts. Wash and Polish Car. SPECIAL LOW PRICES NOW IN EFFECT. The 1949 Plymouth and Chrysler are now being displayed in our new showrooms. Morris Ave. Motor Car Co., Inc. 155 Morris Ave. Springfield, N. J. Phone Millburn 6-4210

First Church of Christ, Scientist. 222 Springfield Avenue, Summit, N. J. A branch of THE MOTHER CHURCH, THE FIRST CHURCH OF CHRIST, SCIENTIST, in Boston, Mass. Sunday Service, 11:00 A. M. Sunday School, 11:00 A. M. Wednesday Meeting, 8:15 P. M. Reading Room, 310 Springfield Ave. Open Daily 11:00 to 4:30 except Sundays and Holidays; also Friday evenings 7:30 to 9:30 and after the Wednesday Meeting.

You've Never Seen Hot Water Like This! Hot Water Packaged in Glass! No Rusting—No Corroding. Corrosion dirt discolors your bath... tank rust ruins white clothes. Both are banished by the Permaglas Water Heater. Its tank is mirror-smooth, sparkling blue glass—glass fused-to-steel. It CANNOT rust or corrode! Sanitary as a clean drinking glass. If you want years of truly carefree hot-water convenience, come in today and see this modern heater. Permaglas Water Heaters. RESIDENCE CONSTRUCTION COMPANY. 165 Morris Ave. MI. 6-0488. Springfield, N. J.

The "Elevated" BABY BUTLER SAFETY CHAIR. Learn about the ELEVATED BABY BUTLER SAFETY CHAIR AND TABLE, the only feeding table with all these desirable features. 1. Adjustable (22" to 30" in height) chromed aluminum legs. 2. Positive bolt safety grip on legs. 3. Seat grows with child, starting from reclining position for a two-month old infant, seat adjusts to meet all baby's seating requirements. 4. Removable seat and safety strap converts easily into an automobile seat. BABY SAFETY SERVICE, INC. 244 Speedwell Ave., Morristown, N. J. Please send information describing the New "Elevated" Baby Butler.

# Society

NOTES & NEWS  
BARBARA PICCUTO, Editor

## PEOPLE WE KNOW

By VIRGINIA BEEBE  
Phone Millburn 6-0112-W

Mrs. Joseph Roller of 105 Short Hills avenue was hostess on Thursday evening at a St. Patrick's Day party. Mrs. William Nichols of 118 Short Hills avenue, Mrs. Charles Lyon of 28 Park lane, Mrs. Lester Roemer of 30 Park lane, Mrs. H. W. Reuterhan of 30 Park lane, Mrs. Roderic Elboms of 30 Park lane, Mrs. Joseph Griffith of 87 Colfax road and Mrs. David Turner of Madison were guests. Table decorations and refreshments carried out the St. Patrick's Day motif.

Among the guests attending the dinner given in honor of the 28th anniversary of the Newark Lions Club in the Newark Athletic Club on Saturday evening were Mr. and Mrs. Alfred Bowman of 30 Bryant avenue, Dr. Eugene S. Briggs of Enid, Okla., who is president of the International Lions Club, and Harold Nutter of Trenton, N. J., who is the third vice-president of Lions International, were guests of honor at the affair.

Mr. and Mrs. Robert D. Treat of 28 Bryant avenue had as weekend guests their son-in-law and daughter, Mr. and Mrs. Sidney Marks, of Baltimore, Md. On Saturday evening, Mr. Treat was guest of honor at a birthday dinner party. In addition to Mrs.

Treat and Mr. and Mrs. Marks, guests included his granddaughter, Miss Janet Goodwin, Mr. and Mrs. Howard Crowell of 32 Balter street and Robert Wood of 188 Bryant avenue.

Mrs. Clarence Smith of Lyons place will be hostess tonight (Thursday) to members of the Ty-An Club of the Springfield Presbyterian Church.

Mr. and Mrs. Richard Martinka and son, Richard, Jr., of South Springfield avenue, returned recently from a three-weeks motor trip through the South. They traveled down the western coast of Florida to Key West, flew to Cuba where they spent three days, and returned by way of the eastern seaboard.

Mrs. Marie Drew of 26 Bryant avenue entertained for dinner on Sunday her son and daughter-in-law, Mr. and Mrs. William Drew and children of Neptune, N. J., her son-in-law and daughter, Mr. and Mrs. Clifford Lanterman, and son of Livingston, and Mrs. Laura Lanterman of Livingston.

The Millburn-Springfield Sunshine Society will meet tonight (Thursday) at the home of Mrs. F. R. Buchholz of 370 Millburn avenue, Millburn.

## School Party On 7th Birthday

Miss Mary Jo Chapin, daughter of Mr. and Mrs. Watts Chapin of 212 Baltusrol avenue was hostess Tuesday afternoon to 38 members of her second grade class at St. Rose of Lima School, Short Hills, in celebration of her seventh birthday. The surprise part was planned by her mother, Mrs. Chapin, and the second grade teacher, Miss Aremio.

A spring color scheme of green and yellow was carried out in the decorations. Individual cakes and ice cream were served to the youngsters after an afternoon of game-playing.

## Mark Birthdays At Joint Party

Mrs. George C. Rafi was hostess at her home at 36 Veverly road last week to her daughter, Barbara, and Ellen Fox, daughter of Mr. and Mrs. H. J. Fox of 308 Alden road, who celebrated their sixth birthdays at a joint party. Sharon Huntoon, Elsie Lindauer, Kathy Forman, Judy Marchell, Alice Palmer and Rosalie Sherman, all members of the kindergarten class at Raymond Chisholm School, Heien Rau and Mollie Ann Wagner were present.

Yellow and blue were the color scheme carried out in decorations and refreshments. Games were played during the afternoon.

## TWINS BORN

Twins, a son, Stephen Joseph, and daughter, Shirley Ann, were born recently to Mr. and Mrs. William Kowalski of 498 Morris avenue.

In Music Festival James H. Lovell, Jr., of 183 Short Hills avenue, participated in the 1949 Lehigh University Music Festival which was presented last week. The festival featured music ranging from Bach to Bop and all the musical organizations of Lehigh participated.

## GIRL SCOUTS Corner



### BY ANNE SYLVESTER TROOP ACTIVITIES

Troop 2—Gloria Gallini and Betsy Funcheon who represented this troop at the Juliette Low party gave their report to the troop. Patty Allen, Joan Funcheon and Margaret Harms reported on their trip to Overlook Hospital to deliver the St. Patrick favors made by the girls in this troop. After these reports were given, the girls celebrated St. Patrick's Day with games and appropriate songs.

Troop 14—This troop had an investiture last week. The mothers of the four girls invested were invited and the usual ceremony was performed. The girls were Carol Totten, Claire Longfield, Sue Kerr and Lynn Runcie. Refreshments were served afterwards and games and songs appropriate for St. Patrick's were the order of the day.

### PAPER DRIVE

Sunday, March 20th, was the day of the monthly paper drive. The Girl Scouts extend their thanks to the following fathers who donated their time and labor for them: Mr. Walter Charles, Mr. Harold Blahof, Mr. Klurt and Mr. Klis from Troop 3; Mr. David Roe, Troop 2, Mr. Henry Vance, Troop 4 and Mr. Elmer Arad, Troop 1. Two trucks were used which were loaned through the courtesy of the Union County Coal and Lumber Co., and Mr. Al Smith. Mr. Smith also graciously drove his truck for the Girl Scouts, who again say to all, many thanks.

### TRAINING

On March 30th, Wednesday, the final training meeting will be held at the Methodist Church at 8 p. m. All leaders and interested Girl Scout members are invited to attend. There will be an investiture of the new leaders and the awarding of certificates for the six week course. Miss Shirley Paulsen will talk on Ceremonies in Scouting, after which a Social is planned.

### LEADERS' MEETING

The monthly Leaders' Meeting was held on Monday evening, March 21, at the home of Mrs. Herbert Korn. Mrs. Leo Johnson of Baltusrol way demonstrated clay sculpture and paper mache work. She is starting a course at her home for the leaders and any one else that may be interested to start the first week in April. The exact date will be announced later. All those who may be interested are asked to contact Mrs. Leo Andrews at Millburn 6-0731. Mrs. William Thompson of 201 Morris avenue would like to have mothers of Girl Scouts and any person interested in Scouting to write to friends or relations in all

parts of the United States and the World and ask them if they would care to send a parcel post package with something inside worth 25 cents for the Strawberry Festival planned for June. These packages will not be opened but will be sold at the postmark as an indication of what may be inside. These packages are to be mailed to Mrs. Wm. Thompson at the above address, or delivered to her unopened if mailed to your own street address. It is not too soon to start getting these packages in as it sometimes takes a couple of months for packages to come from foreign countries.

### SYMPATHY

The Girl Scouts of Springfield wish to extend their heartfelt sympathy to Mr. August Huber and his family on the death of Mrs. Huber.

If your business doesn't merit advertising, advertise it for sale.

**WEDDING HERE**  
The First Presbyterian Church was the setting last Thursday for the marriage of Werner F. Mers of Jersey City to Miss Elisabeth Kahl of Montclair. The Rev. Bruce Evans performed the ceremony at 4 p. m.

## WATCH for the OPENING!

OF

# RUSSEL'S MEN'S SHOP

275 Morris Ave. Springfield

Featuring

- Manhattan Shirts
- Interwoven Socks
- Mocket Jewelry and Leather Goods
- Knox Hats
- McGregor Sportswear
- Best Brummell Ties

NOW MAY BE THE TIME TO SELL THAT HOUSE OR LOT

## Baker & McMahon

Real Estate and Insurance  
Springfield Office

206 Morris Ave., Springfield MI. 6-4450

Union Office  
1338 Morris Ave., Union Unvl. 2-3089

We would be pleased to appraise your property for you without any obligation.

## GOOD-LOOKING GLASSES

PERFECTLY FITTED  
ASK YOUR EYE PHYSICIAN

H. C. Deuchler  
GUILD OPTICIANS

341 MAIN ST., EAST ORANGE, N. J. OR 3-1906  
344 SPRINGFIELD AVE., SUMMIT, N. J. SUMMIT 6-2848

## DO YOU WANT Western Electric's FINEST Hearing Aid?

COME IN for FREE Demonstration

FAHS-MATTHEWS  
Hearing Aid Service Inc.  
1139 E. Jersey St., Elizabeth  
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Batteries for All Hearing Aids

Western Electric Hearing Aids

## Springfield Auto Painting and Body Repairs, Inc.

collision, body and tender work  
painting  
wheel alignment  
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complete frame straightening  
electric welding

AUTO BODY REPAIR

52-54 Springfield Avenue, Springfield

TINY MARTINI, Manager  
(Formerly Tiny's Auto Painting, Inc. of Springfield)

MI. 6-4355

## MARKETING with Marjorie

At this time of year, you're baking in warm sunlight one day, and shivering with cold the next. But it isn't difficult to serve meals that match the weather when you shop at A&P. For there you'll find a wide variety of fine foods—at prices that inspire meals for warm and cold days alike.

**LOVE THAT LENTEN FISH**  
You'll see smiles round the table when you serve your family Fillets baked with WHITE HOUSE MILK. That's a Lenten dish that's luscious and easy to fix, too. For 6 people, put 2 lbs. Fillets in shallow baking pan. Season with 1 tsp. salt and 1/2 tsp. pepper. Add 1 cup of WHITE HOUSE MILK, undiluted. Bake about 20 min. in moderate oven, 375°F. It's superb!

**SPRING FLAVOR—AND DELICIOUS!**  
Longing for tender peas right out of the garden? It's a little early yet—but tender, sweet IONA CANNED PEAS are your second best bet. They're packed with garden flavor. IONA CORN is delicious, too—each kernel milky and summer-sweet. Look for the IONA brand for "just-picked" flavor and thrifty price!

**FROM FIRST TO LAST—PERFECTION**  
For an excitingly different first course, serve A&P brand canned FRUITS FOR SALADS—five delectable fruits—and add marsh-malino juice to the luscious syrup. Also enjoy these fruits in salads. Or pour into meringue shells. They're wonderful any way... and thrifty, too!

**MEATLESS MAIN DISH**  
Such a delicious Lenten meal... Beans... Northwoods Style! Par-boil large onions 20 minutes, drain, place in casserole. Remove portion from center of each; chop; sauté with 1/2 green pepper, sliced. Add 1 can ANN PAGE BEANS, VEGETARIAN STYLE, 1 cup ANN PAGE KETCHUP, 2 tps. Worcester-shire Sauce. Place mixture in and around onions. Bake in hot oven 25 minutes. Serves 4.

## LANCASTER ELECTRIC SERVICE

23 Alvin Terrace  
Springfield, N. J.  
MI. 6-0039

Turn Your Scrap Into CASH  
WE BUY ALL SCRAP METAL AND IRON  
OPEN SATURDAY  
MAX WEINSTEIN & SONS  
2428 Morris Ave., Union, N. J.  
Unionville 2-8288

## SPRINGFIELD Self-Service MARKET

272 MORRIS AVENUE  
MI. 6-0431-0432

SPRINGFIELD, N. J.  
WE DELIVER

OPEN FRIDAY TILL 9 P. M.

NOTICE

COMPARE AND SAVE

We take this opportunity to invite the customers of the American Store (now closed) to visit our self-service Market. We shall be happy to serve you, and we will endeavor to bring you your food requirements at the lowest possible cost.

LES and JIM

PRODUCE DEPT.		MEAT DEPT.	
SEEDLESS VALENCIA		Roasting Chickens, 3 1/2 lbs.	lb. 49c
Oranges	doz. 39c (8 doz. \$1.00)	LEGS OF LAMB	lb. 69c
PASCAL "JUMBO"		ARMOUR STAR SMOKED HAMS	lb. 65c
Celery	bu. 25c	Fresh Ground Beef	lb. 65c
GOLDEN RIPE		FRANKFURTERS	lb. 59c
Bananas	lb. 15c	Armour Star BACON	lb. 69c
Roll Butter	lb. 69c	VELVEETA CHEESE 2 lb. box	79c
Green Giant Peas	19c can	Mazola Oil pt.	33c
Campbell's Beans	2 cans 23c	Flagstaff Evaporated Milk	2 cans 25c
Flagstaff Peaches, No. 2 1/2	31c can	Niblets 2 cans	31c
Eggs Local Fresh	doz. 69c	Birds Eye Peas	2 for 49c
Nescafe	Sm. 39c; Lge. \$1.13	Birds Eye Peaches	2 for 31c
Hum Washing Powder	2-29c boxes 34c	Birds Eye Cod Fillets	2 for 41c
Chiffon Flakes	2 boxes 28c	Birds Eye Combination	.95c
Nestle's Evaporated Milk	2 cans 27c	Flagstaff Apricot Jam	.25c lb.
Crisco	lb., 35c; 3 lbs., 97c	Hormel's Spam	.43c can
Spry	lb., 35c; 3 lbs., 97c	Flako	2 pkgs. 29c

REMEMBER!! WE ARE OPEN FRIDAY NIGHTS TILL 9 P. M.

## Everything For Your Garden

We invite you to visit our new sales and showroom and acquaint yourself with our many outstandingly superior, time-tested products for your every garden need—Our Insecticides and Fungicides—Special Purpose Plant Foods, Weed Killers and Garden Aids are the finest on the market.

**INSECTICIDES & FUNGICIDES**  
We have the most complete line of insecticides and fungicides to be found anywhere. Protect your plants, shrubs and trees from harmful insects, scale and fungus with Wilson's proven products.

**FERTILIZERS**  
Special plant foods (organic or chemical) for every purpose. EUREKA for all around use — RHODY LIFE unsurpassed for Rhododendron, Laurel and other acid loving plants — TREE FOOD, LAWN FOOD and many others.

**HAND & POWER SPRAYERS**  
Our large stock of sprayers includes every type available from small hand-operated 1 qt. "Millard" types to the giant 600 gallon power driven sprayer delivering 60 gallons per minute.

**WEED KILLERS**  
Outstanding Weed Killers both arsenical and non-arsenical types for quick and easy eradication of Weeds, Poison Ivy and other pesky, rank growth. Keep driveways, paths, parking lots etc., weed free for an entire season with one application.

**SUNDRY SUPPLIES**  
A complete selection of high and low pressure hose, fittings, and the many miscellaneous garden supplies needed for the small home or large estate.

FREE SERVICES. We suggest you take advantage of the following valuable services without obligation — Insect identification, soil analysis, plant disease diagnosis and general advice on plant culture by our noted entomologist.

OPEN DAILY AND SATURDAYS 8 A. M. to 5 P. M.

Andrew Wilson  
BALTUSROL WAY . . . SPRINGFIELD

BRING SOIL SAMPLES FOR FREE ANALYSIS

DRIVE IN THERE IS PLENTY OF PARKING SPACE



TOO LATE TO CLASSIFY

LOST DOGS - CATS - See Summit Animal Welfare League notice social page. Summit Herald if your dog is lost.

CEMETERIES

GREENLAWN MEMORIAL PARK Mt. Airy Road, RFD Basking Ridge, N. J. Member-National Cemetery Assn. Tel. Barnardsville 8-0222-0107-M

MOUNTAINSIDE

Funeral Services For War Victim

MOUNTAINSIDE—A high mass of requiem was sung Saturday at St. James Church, Springfield, for Cpl. Charles A. Dunn, former police recorder and husband of Mrs. Jessica Manning Dunn of Deer Path, who was killed June 9, 1945, on Okinawa. His body was returned from the Pacific last week.

Candidates Draw For Ballot Spots

MOUNTAINSIDE—The name of Mayor Charles N. Thorn Jr., incumbent, will precede that of his opponent, Joseph A. C. Komich, in the Republican column on voting machines at the Primary Election as a result of a drawing last week in Borough Hall.

LEGAL ADVERTISEMENTS

Standard Time, on Thursday, April 14, 1949 for the following: Art: General; Metal Shop; Industrial Art; Janitorial; Chemical; Science; Printing; Health and Dental; Physical Education; Lumber; Mechanical Drawing; Manpower; Domestic Science; Supplies and Equipment, including special equipment as follows:

FURNISHED ROOMS

FURNISHED room, good location in Springfield. Call Mill 6-0772-3M.

Springfield's Most Modern Fountain and Luncheonette

Varied assortment of sandwiches, soups and drinks at economical prices—plenty of room.

FATHERS' NIGHT PROGRAM SLATED

MOUNTAINSIDE—Fathers' Night will be observed by the Mountain Side PTA Thursday, April 7, at 8:15 p. m. in the school. A musical program will be featured under direction of Mrs. M. E. Newcomb, chairman of the music and dramatic committees.

LEGAL ADVERTISEMENTS

NOTICE TO SHIPPERS SEALED PROPOSALS will be received until 8:00 P. M. on Tuesday, April 19, 1949 at the Board Room of the Township of Springfield and then Publicly opened and read for:

ART LAMB

Sole Distributor of Farmers and Consumers Dairy Products UNION AND SPRINGFIELD Call Millburn 6-2119-M Evenings

WANTED

TRANSPORTATION for young woman from Millburn (near center) to Bell Telephone Labs, Murray Hill 8-45 to 8:15, Monday to Friday. Millburn 6-1346.

THE NEW COMMUNITY SHOPPE

247 MORRIS AVENUE Greeting cards—complete assortment of magazines, plastic toys—double knit naps—Schnuff's chocolates.

REGIONAL HI-LITES

Basketball team and Wrestling team members received their letters from Coach Hooch and Coach Nevin in assembly last Friday. Also awarded were the medals for the winners of the foul shooting contest held for the boys and girls.

LEGAL ADVERTISEMENTS

ESTATE OF LOUISA MILLER, Deceased Pursuant to the order of CHARLES A. C. T. JR., Surrogate of the County of Union, made on the seventeenth day of March A.D., 1949, upon the application of the undersigned, as Administratrix, etc., of the estate of said deceased, notice is hereby given to the creditors of said estate to submit to the subscriber under oath or affirmation their claims and demands against the estate of said deceased within six months from the date of this notice, or they will be forever barred from prosecuting or recovering the same against the subscriber.

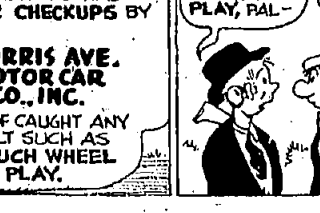
SEVENTH ANNUAL ANTIQUE SHOW AND SALE

Old Presbyterian Church Springfield, N. J. Tuesday, Wednesday, Thursday March 29-30-31 11 A. M. to 10 P. M. Tickets 40c Light Luncheon Extra

TOO MUCH PLAY



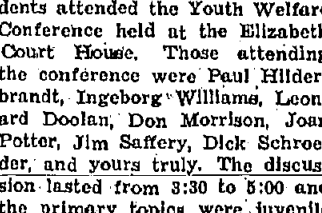
AN OUNCE OF PREVENTION



IT WASN'T THAT KIND OF WHEEL



NO, TH' KIND I MEANT



If a Veteran Needs Assistance

A Red Cross worker will help him file his claim for disability compensation. If emergency financial assistance is needed, she will see that he receives it quickly. Men hospitalized through war injuries receive help and instruction through Red Cross. This great organization performs countless missions of mercy. It must have money to carry on.

CAUTION... DRIVE CAREFULLY!

Telephone service can't wait for the weather to be "nice!" In rain, sleet or snow, telephone men must be on the roads installing new telephones, putting new equipment into operation, and in general, making sure that the telephone system is always ready to give you good service.

LEGAL ADVERTISEMENTS

BOARD OF EDUCATION UNION COUNTY REGIONAL HIGH SCHOOL DISTRICT NO. 1 ADVERTISEMENT FOR BIDS For the purchase of books, supplies and equipment for the Jonathan Dayton Regional High School, Flemers Avenue, Springfield, New Jersey.

STUMPP & WALTER COMPANY

announce the opening of a new store in Millburn, N. J., to be located on the property of J. H. Schmidt & Son, Nurserymen on the Morris Turnpike (Route 24).

QUAKER RELIEF

Don't store away your used clothing and shoes. Put them to use; send them to 47 Battle Hill Ave., Springfield, N. J. for QUAKER RELIEF If unable to deliver, call Millburn 6-1367-M

NOW OPEN

The new store follows the policy established by Stumpp & Walter over 20 years ago... operating conveniently located suburban branches. We will be open for business in temporary buildings while our new building is being erected on the Millburn site. Come in and visit us now... our complete line of seasonal merchandise is now available.

Space given by PUBLIC SERVICE A-21-49

NEW JERSEY BELL TELEPHONE COMPANY

Everything Under the Sun for Down-to-Earth Gardeners

School News

JAMES CALDWELL

Kindergarten
This has been a birthday week in kindergarten.

Grade One

Miss Anderson's class had a nice surprise when Lynne Thompson brought a bowl of goldfish for the classroom!

Grade Two

The big news in Mrs. Hart's room this week is that Dale Dreher had an operation for appendicitis.

Grade Three

This week, Mrs. Flemer took our class to see a well being drilled on Melsel avenue.

Grade Four

Edward Ellen, Rosemary Bednark, Mary Carol, Billy Snyder, and Doris Yohden of Miss Dork's class went on a field trip to Station WNJR in Newark on Saturday, March 12.

The girls and boys were guests of Johnny Clark. They spoke over the air with Mr. Clark on his show.

And each child answered in turn. Rosemary Bednark made the station break and was told by Mr. Clark that she was the first person ever to do it on his program.

After seeing Mr. Clark's picture album of his guest stars and also a picture of his little daughter, October Clark, the girls and boys were shown through the control room where they met the engineers.

Mr. Ryall later spoke to the group on various phases of broadcasting. He showed some of the features used between the engineers and personalities to communicate when on the air.

After the program and tour of the station the girls and boys had lunch - at Haines - and returned home. On Monday they reported to the class all they had seen. Now they are busy writing letters to Johnny Clark thanking him for their good time.

Mr. Ryall later spoke to the group on various phases of broadcasting. He showed some of the features used between the engineers and personalities to communicate when on the air.

The pupils of Miss Pursell's class feel lucky to have a new lawn outside their windows.

In winter when the snow falls the spacious lawn looks quiet and peaceful.

On warm sunny days we often see robins and squirrels on the grass.

We hope next year we can plant some early spring flowers to add to the attractiveness of the lawn.

Our world today is growing smaller. Our class has been divided into groups to find out interesting facts about a given country.

We feel that the more we know about a country the better we appreciate the people. At the end of the unit about Easter we are planning a "World Neighbor Exhibit."

Kenneth Schroeder and Robert Martin showed the class some pictures and each child answered in turn.

Last week we had a visitor. Her name is Nancy Earl. She came from New York to visit us for one day.

We watch ourilly bulbs every day. We want them to bloom before Easter.

Some of us have new pets at home. Barbara Savage has a new black and white kitten.

Edward Cardinal has a new puppy. He is brown and white and answers to the name of "Shippy."

Marie Griffiths has moved to 478 Melsel avenue, from Elizabeth.

We welcomed Patty Ball, Judy Wendland and Billy Franklin back to school after measles and chicken pox.

Four boys finished our farm mural in Mrs. Moser's art class this week.

We are enjoying 30 books from the Springfield Library.

Our house is progressing. The noisy stonemason which excavated the cellar for the new house next door to the school has been replaced by a quiet mason and his helpers.

Carol Fox, Lou Ellen Martin and Joyce Olecky went with Miss Parkhurst to the new house and surprised the mason at his work.

After getting his permission, the girls took snapshots of him and the work going on. We expect to use these pictures in our booklet on "Steps in the Building Process."

One windy day a kindergartner lost his cowboy hat. The wind blew it on the grassy area.

No one is allowed on the grass so the boy just worried. Sympathetic friends gathered to watch the fate of the hat and finally someone asked a teacher to get it.

The boys of our class took part in the basketball shooting contest that was held in the gym last week.

Thursday, we had a film strip shown in our room. It told about the life of Columbus and how he discovered America.

LUNCH ROOM menu for Monday, Tuesday, Wednesday, Thursday.

RAYMOND CHISHOLM Kindergarten
We hope Mrs. Chandler gets better every day.

Grade 1
We are glad to say that most of our children are over the measles and chicken pox.

Grade 2
Richard Marinka returned to class after a three and a half week trip with his parents.

Grade 3
The R. C. sixth girls' team beat the J. C. sixth in a basketball game at J. C.

Grade 4
We have learned two songs about pussywillows.

Grade 5
Richard Marinka returned to class after a three and a half week trip with his parents.

Grade 6
The R. C. sixth girls' team beat the J. C. sixth in a basketball game at J. C.

Grade 1-2
Marie Griffiths has moved to 478 Melsel avenue, from Elizabeth.

Grade 2
Four boys finished our farm mural in Mrs. Moser's art class this week.

Grade 3
Our house is progressing. The noisy stonemason which excavated the cellar for the new house next door to the school has been replaced by a quiet mason.

Grade 4
We have learned two songs about pussywillows. One song pretends that the pussywillow is a little grey kitten.

Grade 5
Richard Marinka returned to class after a three and a half week trip with his parents.

Grade 6
The R. C. sixth girls' team beat the J. C. sixth in a basketball game at J. C.

Grade 7
The seventh grade has been enjoying the art work this year. They have been making rabbits for their last project.

Grade 8
Mr. Fowler, our practice teacher, has been coaching us after school in different dancing steps.

Ready for Action



Shown above are two of the teams which make up part of the Springfield Recreation unit's basketball league.

Junior Leaguers Play Close Games
Two games in which the Raiders defeated the Eagles 29-25, and the Rockets drove to a 19-17 victory over the Wildcats.

Scoreboard for Junior Leaguers: Raiders vs Eagles, Rockets vs Wildcats.

Grade 4
We have learned two songs about pussywillows. One song pretends that the pussywillow is a little grey kitten.

Scoreboard for Grade 4: Cardinals vs Midgets, Wolves vs Bulldogs.

Grade 5
Richard Marinka returned to class after a three and a half week trip with his parents.

Scoreboard for Grade 5: Cardinals vs Midgets, Wolves vs Bulldogs.

Grade 6
The R. C. sixth girls' team beat the J. C. sixth in a basketball game at J. C.

Grade 7
The seventh grade has been enjoying the art work this year. They have been making rabbits for their last project.

Grade 8
Mr. Fowler, our practice teacher, has been coaching us after school in different dancing steps.

100 Seek Posts On Regional Nine

More than 100 diamond candidates have been working out for the past two weeks at Regional High School.

Table listing candidates for diamond posts: Giazano, Dammann, Rice, Gresco, Smith, Farsell, Lord.

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Four-way Battle For Second Place

In Monday night's bowling tournament, 7 Bridge Tavern took two of its three games from the leading Springfield Market.

Scoreboard for Bowling: American vs Bunnell Bros, Inc., Bunnell Bros, Inc. vs Bunnell Bros, Inc.

Scoreboard for Bowling: American vs Bunnell Bros, Inc., Bunnell Bros, Inc. vs Bunnell Bros, Inc.

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Table listing candidates for diamond posts: Giazano, Dammann, Rice, Gresco, Smith, Farsell, Lord.

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STRAND THEATRE advertisement featuring 'TARZAN'S NEW YORK ADVENTURE' starting Saturday, March 26th.

3 PORTRAITS OF YOUR BABY \$5.95 advertisement for Swanson-Johnson Studio.

THE NEXT TELEPHONE DIRECTORY advertisement for New Jersey Bell Telephone Company.

Curtis and STRAND advertisements for movies and entertainment.

SWANSON-JOHNSON STUDIO advertisement for portraits and photography.

Advertisement for a clothes dryer, featuring an illustration of a woman using the machine.

Advertisement for a commonwealth water company, featuring an illustration of a bathroom fixture.

SPRING FASHIONS

1949

THE SPRINGFIELD SUN

SPRING FASHIONS

1949



Hahne + Co.

NEWARK • MONTCLAIR

**Selling Season  
Vigorous Spring  
Selling Season**

The arrival of the first spring fashions in the stores of the country finds retailers generally optimistic, expecting a vigorous post-Easter selling season, according to a symposium compiled by the New York Dress Institute and released today. Most authorities, however, seem alert to a new necessity for merchandising and promoting fashion in direct competition with other well-organized bidding for the consumer dollar.

Joseph P. Knapp, president of the Associated Merchandising Corporation, representing a group of 33 big department stores, foresees no lack of business in the first part of the year. He said:

"We in the Associated Merchandising group are optimistic about the prospects for spring fashion business, with the full realization that fashion and its allied industries will have to work for their fair share of the consumer dollar. Insofar as the national economy is concerned, there is nothing that does not point to continued good business. Manufacturers are beginning to do their part by offering much better quality at better values. They also seem conscious of the need of meeting the customer demand for lower prices wherever possible.

**More Competition**

"Both retailer and manufacturer must be clearly aware that business will not go in the same old pattern of the war years, but will be increasingly competitive. Such other fields of production as home furnishings, the automobile industry and the entertainment industries will step up their promotion plans en masse and go all out in the attempt to get the consumer dollar. The fashion business must meet this competition with new ideas, effective promotion and merchandising techniques."

Arthur C. Kaufmann, executive head of Gimbel Brothers, Philadelphia, echoes the cotton dress industry's efforts to give the customer more for her money.

"The fashion business for spring, in my opinion, will be good—very good, indeed, if manufacturers and retailers both face up to the reality that the customer today is in the driver's seat. Fortunately for all of us, we know what her demands are, which, in my opinion, can be amply met by resourcefulness and ingenuity of the designer, manufacturers and retailers of American fashions. The customer is asking for smarter fashions, better workmanship, more accurate sizing at lower prices. Can it be done? Of course. As an example, I would like to call attention to the excellent start made by the cotton dress industry. Cotton fashions are smarter this year than they have been in years, in greater variety, better workmanship and at far lower prices—with the result that cotton fashion business has been good—very good—this season is properly learned, every phase of the fashion business will be equally good this spring."

**Cautiously Optimistic**

Also stressing the demand for quality at a price, T. J. Carroll, vice-president and general manager of Federick Atkin's, resident buying officer, representing 35 stores, said:

"We are cautiously optimistic about business for spring. We think that it will be good if you go after it and plan it properly in keeping with the price demands of the consumer (medium to upper medium brackets with some 'freezing on the cake'). All this will require creative thinking, good planning and follow-through. Emphasis lately has been on quality at a price, which takes in the two kinds of consumers mentioned, or medium to upper bracket."

Earl B. Puckett, president of the Allied Stores Corporation, resident buyers for 79 nine stores, is optimistic about merchandising power. He said:

"There are strong supports to our present economy in the form of current and prospective con-

**Two Originals Fashioned for Spring**



**EXQUISITELY FASHIONED**, a Ben Gershel Original in yarn-dyed grey flannel at right. Spring news in the scalloped, double-breasted jacket... the detachable collar and cuffs of white polka dots on navy. From Hahne & Co.'s designer collection, Fashion Floor and Montclair.

Left, new apron skirt, caught in front at the hem, swept high to the back highlights a suit of beige yarn-dyed worsted. Diagonal line of the waistline jacket emphasizes cut of the skirt. A Miss America Original from Hahne & Co.'s designer collection, Fashion Floor and Montclair.

sumer purchasing power. There must be many more adjustments of prices and production, such as those that have taken place over the past two years. Many of these adjustments may be much more drastic in their effects than we have experienced to date. Others will create real problems for the individuals of industries more directly affected. The point, however, is that there need not necessarily be any drastic or calamitous adjustments affecting the general economy in the immediate future based on lack of purchasing power."

Horman J. Bronstein, merchandise manager of ready-to-wear of Arkwright, Inc., representing large and small stores, 130 in all, believes values are better:

**More Values**

"My outlook for spring is very optimistic," he said, "based on the fact that there is so much newness and so much interest in the styling of clothes, and competitively, values are so much better. Food prices are a little more normal, and, in general, there are more dollars to spend. If stores handle merchandise well, they should get the business."

A. A. McCarthy, managing director, Cavendish Trading Corporation, Inc., representing 18 large stores—and others, foresees an average increase of five per cent on business. His statement:

"We are planning an average increase of five per cent on business for the first six months. Aggressive stores, those open to buy and who will back up promotion, can plan these increases and probably more. Price levels are down, and, therefore, transactions will have to be increased, but we feel confident that transactions CAN be increased."

"There will be more money available, and the increased tax threat, if it does happen, will not affect income for the first six months. With the cost of food decreasing, if it adds only five dollars to the family budget, we think this money will be used to purchase merchandise. Also, with the reduced price

levels, more people will be able to buy items they have been wanting, and, too, transactions should be increased because of the better values being offered."

**Prices Lower**

The greater buying power assessed in the nation by an estimated \$108,000,000,000 in national income, for the spring months, by one and one-half million more people working this spring than at the same time in 1948, and by the lowered tax rates plus tax refunds being made to a large part of the population in the first months of 1949 form the basis for most of the cheerful forecasts. "Frightened money"—held back by reports of bad business in some fields, will be counter-balanced by a number of factors persuasive to women shoppers. These include, the survey shows, the distinct wearability of new clothes in contrast to the rather brittle "psychological-use-it-and-lose-it" money that comes as a "gift" from Uncle Sam—as the tax rebates will appear to many—and the fact that prices for clothes will be lower this spring.

It is estimated that fifteen and one-half billion dollars will be spent for clothing and accessories this spring, nearly 10 per cent more than was spent in spring 1948. On the question of price, statistics show that the demand for better dresses, coats and suits, which has steadily increased in the past 10 years, will go on increasing this spring. An approximate increase of eight and one-half million more families in the middle and high income bracket in the last 10 years accounts for the fact that sales in better dresses have gone up 40 per cent in volume, and 72 per cent in unit sales since 1941.

**Oh That Iridescent**

Iridescent fabric dresses are the hot potatoes of the market, with all firms trying very hard to decide whether or not to gamble on full scale production of this type dress.

Almost all collections of cottons show at least one iridescent number, which a salesman has to explain is not the top promotional number, but merely a novelty in the line.

Actually, buyers feel the manufacturers are showing at least one iridescent because they will believe that somehow they would miss out on some business if they didn't have what the next fellow does.

However, the football playing with iridescents has actually ruined it for the full popularity it might have attained. As things stand at present, iridescents will be novelty items which will sell to a certain portion of the population, but they'll never become a real "fad" or "rage."—(R. T. W. Scout)

**The Lady Tall?**  
**Why Not at All!**

Surveys show that the average American woman is not a petite 5 foot 7 inches tall though that's the height the typical fashion model makes her out to be. She is more often 5 feet 4 inches or under, and a well-rounded many. Flattering suits and coats, especially those that do not drag the new look around her ankles, are appreciated by these "allegation-happy" customers.

**Front Cover Page**  
**Designer Draws Inspiration From Seven Seas**

To Tina Leser the seven seas have been an inspiration ever since she began designing. This year she draws not only on the seven seas but the ships that sail on them. Her Resort and Spring collection is full of such nautical notions as sailcloth trousers and skirts grommeted for "reefing in," and international signal code swim-suits carrying messages in colored flags.

English officers' shorts, trunks with drawing sides, powder puff swimsuits, traveling sundresses with long coats, choli pallio dresses, wonderful prints done by a new process of stone engraving, fresh treatment of terry cloth and tickings and denims, all bring high news value to this designer's showing.

Her beach and play clothes of sailcloth, duck, faded blue denim, striped ticking and terry cloth have the painstaking detail that is at once authentic and purposeful. For example, the white sailcloth sailing skirt that is blue cut in the best master craftsman tradition, with grommets about the hem and the patches above knee height all around for reefing. "Trimly tailored" English officer's tropical shorts in shantung weaves with four buttoned pockets at the back of the hips are to landlubbers what the snug-fitting duck trousers are to the seafaring.

If you thought there couldn't possibly be any new approach to terry cloth, consider the "little dry-off suit," a cute trick of a romper, long sleeves, slashed down the front and wrapped close to the body by means of a sash—meant to be put on after a swim by those who don't like to sit on the beach in a wet bathing suit. New, too, is the terry cloth striped in bright colors that makes the sleeves or the sash of a white beach coat.

Her signals following the international code are inspiration for a series of swim-suits, carrying such gay messages as "Require a pilot" (this in bands of flame red, blue and white) or "Send me a line" (yellow, royal blue and white). Conveying their own pretty messages are the ruffy little powder puff suits which take their name from a fluff of tuffles set on the edge of the pants. Sometimes these are topped by short bell skirts that show the ruffles underneath. A practical note is sounded in all nylon taffeta suits that dry before you can count ten, almost.

Cover-up in the matched beach ensemble this designer likes are rompers, fringed shawls and boxy coats, many of them quilted chintz matching wrapped-to-the-back skirts that go over one or two-piece swimsuits.

Inevitable traveler that she is, it is not surprising that Tina Leser should sponsor the neatest travel trick of the season—a bare-topped sundress with its own full length redingote coat. For these ensembles she uses a cotton of linen-like homespun weave which defies all crushing and creasing. Solid color dresses have plaid coats and vice-versa, and just think how they'll simplify life when you can board a plane correctly attired for travel and step off it all ready for fun and sun when you toss off the coat.

An interesting new process of stone engraving aids and abets this designer's love of unusual and subtle colorings. Like a lithograph, the pattern is etched with acid on granite blocks, printed and over-printed with gold leaf. A steam operation enters the procedure somewhere so that the colors are fast forever. This process, Miss Leser uses on silks, linens, cottons, calicoes, taffetas—practically any fabric—in her favored colors of paprika, red with coral, parrot blue with peacock green and violet, oriental gold with sapphire.

The charming cotton and spun linen frocks without which no Leser collection is complete have texture interest to point up their subtle coloring. Patterned more cotton make short dance frocks; cotton taffeta takes beautiful paisley and floral and checkadee prints for versatile sun-up to sundown dresses. Striped chambrays have a raised rib stripe.

"Three things I love," says Tina Leser, "Fringes, scallops and grommets." And, she might add, applique. Fringe is seen on stoles and large patch pockets placed well back on the hips. Scallops finish necklines and sleeves and take shape, too, in valance hemlines. Applique traces an allover leaf design in brown on a pink Irish linen dress, bare in back, with a waist length matching jacket. A green plaid suit has lime green chintz applique.

Such East Indies glamour notes as the choli, a little short sleeved pullover blouse that ends just below the ribs leaving a bare space between it and the skirt, is seen in a long dimer dress of paprika red linen-like-weave gold embroidered in panel effect and worn with a matching serape over the head.

**Three Piece Spring Outfit**



**YOU'LL ARRIVE** in style... in this 3 piece, fitted jacket and ribbed skirt. No wrinkles! Sweater blouse travels first class, too. You can get yarn in all attractive colors at the JEAN FESSENDEN YARN SHOP, East Orange. The shop prides itself on supplying every service for the knitter... ribbon for cardigans, buttons, buttonholes, blocking and monogramming, and is especially equipped to complete and block your new hand-knit.

**Season's Accessories Stress Contrast in Shape and Color**

There's news in the hat that veers to one side. News in the jewelry made for necklines that plunge or travel bag. It's sure to be most and in the classic tradition, done usually in calf or felle.

Expect stockings shades lighter, shoes quick to follow. Watch the rise of the fabric shoe... particularly for late afternoon and evening wear. New for spring... the stubby-toed shoe, softened, shortened... the shell pump, diagonally strapped.

Choose gloves because they're very long, or because they couldn't be shorter... in a galaxy of colors, wonderful for contrast. Know the flattery of long, long pearls twisted and coaxed into extraordinary shapes, of gold islets and mesh collars, absolutely necessary to fill the deep gap left by plunging necklines. Use flowers for effect—worn jauntily at the belt or tied, surprisingly, to a strip of ribbon dangled round your neck.

At the neck, too, the pussy cat bow... in bold polka dots, colorful checks. Scatter pins, ever-popular, adapt new shapes... become shells, flowers, multi-colored bugs.

What you make of your spring is what you make of your accessories. Possibilities... endless. Imagination... unlimited. Your best source of supply? Hahne & Co., naturally, in Newark and Montclair.

**Fabric Rules World of Fashion As Color Reaches New Heights**

Coming... a spring in which fabric rules the world of fashion... in which color reaches heights of sovereignty importance. A spring when every coat, suit, and dress of Hahne & Co's Fashion Floor knows its own precious value... apparent to you at a glance, at a brush of the fingers.

Fabric this spring is a long, breath-taking series of surprises. Tweeds, broadcloths, flannels, and twills made light as a feather. Wools and gabardines with a silk-on feel. Alpaca and twills, soft as a peacock's wing. Paper thin silks, sheer, rustling taffetas, slipping through spring-in-clinging coats, for all the world looking just like a dress.

Baum fabric through your fingers and you touch the news. There is a new aliveness to thin voles and chiffons, lending charm to your evenings from spring into summer. There's a longing in woollens to play the role of silk, resulting in wool sheers, unbelievably fine.

**Silk Important**

The silk family becomes all-important this spring. Greatly beloved in the coat-like-a-dress, the dress-

like-a-coat. Gaily provocative in polka dots and checks which line suit jackets with undisciplined witchery. Printed for dresses in widely spaced patterns, geometric designs, engravings, striking primitives.

This spring, fabrics and colors mix in comradely fashion. Round-tooth checks mate with solid, dark-toned silks. Red mixes becomingly with navy. Dark naturals mingle with their lighter brethren.

In color, it will be a very blue spring—a very natural spring. It will be blue in every shade from that of a delicate sky to the blue-black lustre of coal... the emphasis, of course, always on navy. Naturals range from palest beige and banana through honey on to least to brown. There will be greys. And, fittingly for spring, pastels.

Essentially, spring will be lady-like, a feminine season. Its fabrics speak softly of opulence, of a deep and abiding love of luxury. Its costumes, exquisitely represented at Hahne & Co. in Newark and Montclair, of a season made for memories.

**Adaption of French Design**



**SMALL DETAILS** loom large this Spring. The link button front, the double fin buck are small accents that mark this suit as a direct adaptation of a French design. Exclusive at L. Bamberger's in Newark.

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SPECIALISTS In Knitting and Finishing Your Wool and Ribbon Handknit

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### New Clothes Are Appealing to Eye And Pocketbook

It's a price-plus Spring this year. Not only are the new clothes appealing to your eye, but to your pocketbook as well, say fashion leaders.

Finding a simple, attractive and well made dress at a price and in short order is a dream come true for the suburban housewife who has part of a day to shop, the career woman who streaks out on her lunch hour, and the mother who adds a baby sitter's fee to the price of a purchase.

Almost any woman, for instance, would like to own a softly-tailored New York dress of grey alpaca fastened with pearl buttons past the waistline, smartly-collared, and detailed with slanting hipline pockets. Equally nice looking and useful is a short-sleeved dress of royal blue shantung with patch pockets in pairs on both the bodice and flared skirt, and a narrow belt of the fabric defining the waist. Far from being exceptions, such dresses are typical of many notable for quality of fabric, workmanship and individuality.

Women who feel better for a couple of changes in their wardrobe, yet still haven't a lot to spend, are in special luck this Spring. A case in point is a New York ensemble teaming a beige and white print dress with a beige gabardine coat which may also be worn as a coat-dress. The latter fastens fly front to the waist, then buttons thereafter to the hem. Or, she can choose among a variety of dress-and-bohero costumes designed to part company on occasion. The fly-

buck bright red crepe bohero with a slim navy and white print dress, for example, can go along or not, as the wearer desires. And it can also change the looks of a plain navy dress or add color to a white Summer dress.

It isn't just street clothes that make-dollars-and-sense this season, but the something different every woman wants for dressing up. She can have a party and a party dress, too, without breaking the budget. New, especially for its deep slashed neckline is a dress of orange and black printed surah, its below-elbow and the skirt full in the center front. Also exciting to slip into is a slim New York dress of wine and grey striped surah fastened with silver-rimmed buttons from collar to hem.

### Some Firms Show Large, Detailed Junior Fashions

Showing a large collection of dresses for the young junior, some firms feature denim, pastel balloon cloth, spuns, madras shirtings and sheer cottons.

Details make the difference and many of the classic tailored types are relieved with dainty crocheted buttons, knotted fabric buttons dyed to match laces, white embroidery or organdie insets.

Pastel to deep tone colors are sponsored in balloon cloth dresses. Soft lines and dainty trims make this group very appealing. A lemon yellow dress, for example, buttons down one side, the

edge scalloped and embroidered in white and inset with white organdie.

Denims are developed in a novel way—using the wrong (light) side of the fabric against the right (darker) side, presenting a tone-on-tone effect. Two-piece as well as bohero topped sunback dresses are in this combination of fabrics. Denim is further dressed up with Schiffli embroidery as on the fitted cape stole accompanying a sundress dress.

Blues lead in color choice with pale lilac second choice. Pink is featured in the print and plain combination—the print being two shades of pink.

Confined satin striped cottons and shirting stripes are other outstanding fabrics, while tiny calico prints, crisp white bird's-

eye plaques and fine wale plaques are all used in young, easy-to-wear dresses typical of this firm.

For dressy date dresses check the dotted swiss and organdies. While organdie full-length coat over a neat colored sundress for a double duty dress . . . a basic spun-rayon dress with wide oval neckline with a tie-on lace-trimmed organdie overskirt.—(Women's Wear Daily)

**Window Displays**

Eighty per cent of passers-by will stop to watch a window display where a colorful mannequin or attractive decor is shown. This fact was determined by a survey conducted by the New York University School of Retailing. It was sponsored by the National Association of Display Industries.

Of three display positions, the survey showed that merchandise displayed in a raised position, in use, and in a promotional setting stopped more passers-by than any other type display.

style are covered, the bright, novelty "feminine" buttons are on the full boxy coats, picking up the color and detailing trend of the current season.



**Dior's broken-shell silhouette**—the most important hat in his Paris showing. Close-molded, uncluttered, lunging deeply to the side. Our workroom copy, 29.50, or the original, \$125. Millinery, Third Floor.

**Seen the new Broadway hits?**

This is a memorable season on Broadway—with its spate of hits of a caliber not to be missed. For those hard-to-get reservations, call Bamberger's Theater Ticket Service. The easiest and quickest way for Jerseyites to get their ducats. Pay by check, money order, or charge to your account. Small service fee.

**Another one of Ram's 37 keys to service**

## Dior comes to Newark

We would like all our New Jersey friends to know that Bamberger's has been designated the one and only Newark Headquarters for Christian Dior's American-designed collections. Thus we add one of the brightest names in the fashion firmament to our roster of important designers. Here are three firsts. Do come in and see the rest of our Diors—from \$115. Dress Salon, Third Floor.



Left to right  
 "Janot" Toast linen, the box jacket belted for the tiny waist that is a signature a la Dior. \$135.  
 bengaline asymmetrical neckline  
 bengaline, a symmetrical neckline slashed recklessly askew. \$135.  
 "Gracie Square" Black rayon bengaline trottour cut like a coat, worn like a coat, shiny belted. \$125.

L & R

Bamberger's

L & R

Summer Cottons Present Unusual Weaves, Prints

That summer will be sheer delight, no matter how high the thermometer rises, is the promise coming from the new collections of warm-weather clothes now being made in the nation's fashion centers...

A print these days signifies a great deal more than flowers of geometrical figures. Typical of the distinguished patterns on Penomah tissue cotton is a woodpecker print inspired by an old English design which features, as you might guess, a port little brown woodpecker on a branch...

Navy is the favorite for town wear. One example is a young afternoon dress of the navy tape stripe sheer with a corset midriff and a big pussycat bow at the throat. Another adds an ornamental green cotton taffeta slip beneath a navy crossbar Swiss Sheer for a shimmering iridescent effect.

The Bloomer Fashion Has Practical Appeal

Aside from looking out and peppy on children, there is another reason for the big revival of the bloomer fashion, according to Women's Wear Daily. Elasticized bloomer legs are as practical as can be for the leg thrashing youngsters...

Bloomer suits for the sandbox set lead all other types and are almost as popular in two-and-three piece play suits. Often they are attached to the skirt and shown with a separate bra or midriff top.

Shoulder and Waist Accessories



THE ROYAL COAT OF ARMS at your shoulder and waist in jewelry designed by Agnew. Many unusual pieces to perk up your casual clothes and make them deliberately yours. At Lillian O'Grady.

'Floating Line' Is Basic to Leading Designer's Collection

The French have a maxim: "The more a thing changes, the more it is the same." American fashion has its own example in the Nettie Rosenstein fashions carried at Lillian O'Grady's Summit, who, season after season, seems to bring to mind the old adage "It's new, but it's still Nettie."

Nettie Rosenstein explains that she has always hated distortion in the silhouette, and that she likes to obtain an arresting effect by arranging the fabric in a new way on the figure without disturbing the lines of the body.

Devises to accent the bosom appear throughout the collection. Yokes, narrow cuffs that edge the bosom line at the front and rise to give a yoke effect at the back, appear on dresses and coats.

Convertible Necklines To bare or not to bare the shoulders and bosom is a question Nettie Rosenstein has solved both ways in her usual de-vine cocktail and short dinner dresses. Convertible necklines with scarfs appear in many of them: one dress in black lace over brown margina with double shoulder straps has a matching, separate scarf to drape around the shoulders and tie in front.

The asymmetric line plays an important role in this collection.

Spring Wardrobe Calls for Chic Accessory Collection

Every woman knows that her wardrobe is only as smart as the accessories she uses to make her grooming complete, and this spring there is more emphasis on the proper accessory than ever before.

The scarf continues as a "high fashion item to highlight your neckline with fluttering color and takes on new interest when set off by an unusual pin or a gold chain. The house of Borsole has designed an outstanding group of print scarves in striking colors that are as fresh and bright as the first crocus.

Another perennial and a good one, we think, is the shoulder bag. So casual, so carefree and so smart looking when teamed with your new spring outfits.

Predict Sweaters Will Be Popular Item This Spring

A big spring sweater season is predicted by buyers who are planning special promotions for wear under suits this spring and will promote the fashion-value of the sweaters which are selling in the low price ranges.

The La Gaucha collar and the deep V neck are the two different neck treatments seen most frequently in the market.

Another Knitting mill shows a garden cotton boucle with a La Gaucha collar edged with a contrasting color.

The sweater has a stripe across it and the bottom half is made of contrast color. It comes white with navy, white with red, white with copper and white with grey.

When the jewel treatment is teamed with a nylon boucle it is a sure hit among the buyers.

Spring sweater lines stress the short sleeve slip-on in soft, fine yarns at popular to moderate prices; in nylon for promotion; in fine-gauge wools for staple popular price stocks; in cashmere for the prestige side of moderate-price departments or for substantial staple stocks in better price sections. (R. T. W. Scott)

Goes Directly To Market for Fur Selections

In an effort to "bring milk prices down out of the blue," Eugene Gray, top-flight fur designer of 882 Central avenue, East Orange, embarked on a one-man crusade. He went directly to the fur market, completely side-stepping the usual middleman's profit, and purchased enough mink to launch his newest style, the "Year Round-er" at a special sale price. Mr. Gray said, "Women have far too long, by-passed the magnificent beauty and wearability of mink because of typical 'mink prices.' By going direct to the fur market and selecting my skins personally, I have eliminated that extra profit which so increases the cost to the customer." The Gray "Year Round-er" is a versatile fashion first. In the new 34-inch length, worn equally well as a jacket or coat over tailored suits or formal gowns. In dured, silky Ranch Mink, the style promises to be a boon to the fashion-conscious woman who wants one very good fur coat for every occasion, every change of season.

1949 and they are being seen in more places than ever. The narrow, strip of a leather belt is fashion news for coats, dresses, and the middle ground between blouses and skirts. Waistline emphasis is still news but this spring your hands have come into an importance never shown them before.

Brighten up your mood as well as your wardrobe with a scatter pin, a stole or some other chic accessories. Lillian O'Grady has a bright, new assortment.

Two Silhouettes Represented in Spring Collection

To a great constructionist such as Monte-Sano there can be no such thing as one single silhouette per season, for this famous tailor, whose styles are carried by Doop's, East Orange, regards his craft as art, and art has great variety.

Though many other silhouettes are represented, coats can be divided into two general classifications: moulded coats, fitted through the bodice and midriff, and bell coats, snapped out, bell-like, from deep ragnin sleeves, set in far back from the armhole.

Made in either soft wool or crisp silk, the moulded coats are fitted to the figure, they develop tone and tuck, and fall easily away from the body in the skirt.

The bell silhouette coats most often have small or medium sized upstanding collars and large pockets. They vary in length from hip-length to three-quarter, seven-eighths or full length. Some of these loose coats are made of horizontal and curved sections, in panel effect.

These same bell-shaped coats take on a different look when they are worn wrapped, as in a beige three-quarter coat with large lynx collar. Another variation is the belted bell, cut on the same lines as the loose coat, but pulled-in at the waist by tucks, pleats and belts.

As always, "casual" but purposeful coats are important with Monte-Sano. The "shorter" coat follows the same silhouette variety as the long coat. The classic great-coat is shown in fleeces running the full gamut of color of this collection.

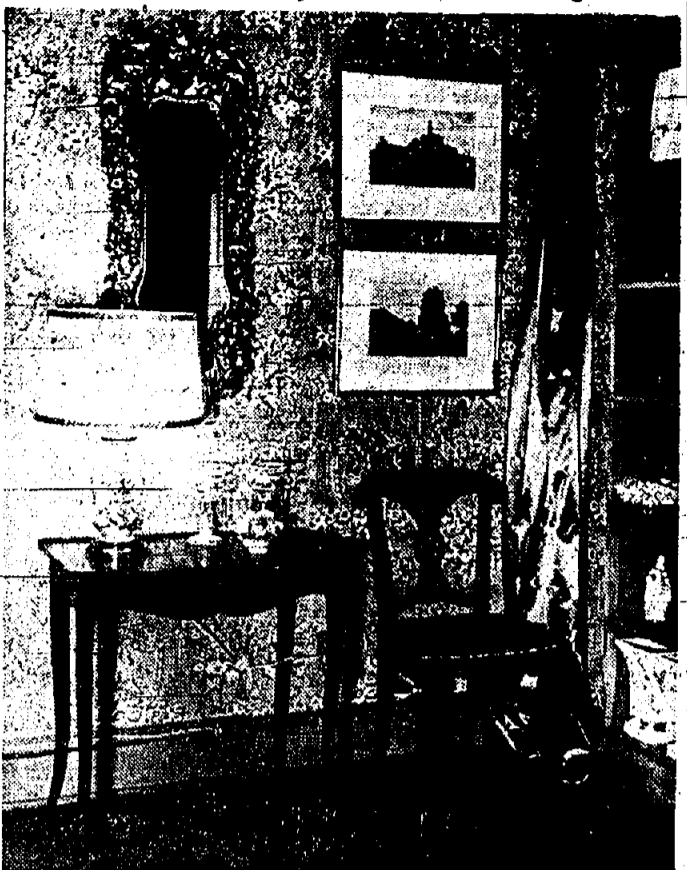
The deep-sleeves-of-almost-all-daytime coats are worn pushed up to just above the-elbow.

Suits are slim, almost all of them having the straight-looking six-gored skirts that are so becoming to most women. There are belted suits, moulded suits and classic suits. The belted suits have jackets almost mid-high in length, slim and hip-hugging, or full-out and pulled in much the same way as the belted-bell coats.

A number of suits, regardless of style, make use of contrast fabrics in skirt and jacket. One belted-housed belted jacket is made of gray and white plaid tweed and has a plain gray wool skirt. Other suits pair tweed jackets with silk skirts.

Color in this collection has taken on the warm tones suggested by Venetian suits: a pink-red named rosewood, an orangey red named tramonto (Italian for setting sun), ciel blue, lime and yellow. Features are confined tweeds, imported light suitings and cordings, flannels, muller, crisp silks, silk-tweed, wool tulle and muslin. Novelty wools and silks have been worked into a number of coats and suits to form ensembles.

18th Century French Setting



EIGHTEENTH CENTURY French furniture, antique French lamp and Chinese mirror-blend into a decorative display corner. At L. H. Nolte, Summit.

Juniors to Get Fullish Skirts Long Hemlines

For and against the New Look as others were, Juniors were eventually to adopt a trend for longer, fuller skirts that now remains dear to their hearts. And, knowing that Juniors know what they want, New York designers continue to give them fullish skirts, small-looking waists, and even little longer hemlines than those in the headlines.

Otherwise, the answer this spring and summer to the question of what's sharply different about Juniors clothes, as compared with Misses', is just two little words—the wearers.

Start with dots. Regular collections feature dots in all sizes. But, simply because Juniors are smaller, the dots they'll be wearing range from pin to polka, no larger.

What about low necklines? Here again, it's a matter of proportion. Most Juniors have shorter necks and shorter waistlines than those who wear other sizes. Naturally, a deep slash would be out of the question. Instead, the suggestion is there in a low V or wide-cut V, sometimes repeated in back.

Shoulderlines? As in regular collections, Juniors' fashions stress a natural line. But since Juniors are small through the shoulders, sleeves are frequently shaped or puffed for a bit of breadth either on or off shoulder. Particularly now and sort of leg-of-mutton in effect are the big but soft sleeves soon in a New York Juniors dress of beige and black striped chiffon with gathered skirt and wide black patent belt.

Fabric news in Juniors collections keeps pace with trends. Coming under "shower and peekabo" are dainty coat-dresses of shadow-pleat organza or dotted Swiss over chambray slip dresses; and pastel organza party dresses with their own taffeta underskirts. For the not-too-young Juniors, one New York designer shows an all-over pleated black marquisette dress over a strapless black taffeta slip. Much-talked-about nylon seersucker, handkerchief weight spun liness, iridescent checked cottons, and dotted and printed voiles are prominent. Some lines and prints are also included, among the latter an "adorable afternoon dress in red, green and beige. Smocked through the midriff, it has a low, squared neckline, cap sleeves and full skirt.

Evening clothes here are soft and filmy—doubled silk chiffons and nylon nets, creamy satins and crepes—or crisp and swishy taffetas and failles. A cocoa beige double nylon net dress has a surprising note in its leather belt set with sparkle stones. That most feminine of fabrics, fine hand-drawn Alencon lace, makes a dainty blouse top for a long navy satin skirt.

Appears in Many Versions Though suits here are as synonymous with Spring as they've always been, newer than suits and a refreshing departure therefrom is the coat and/or dress, as Miss Copeland calls it—a good deal more than either a coat or a dress or a coat-dress in that it is lined-throughout and while perfectly self sufficient as a dress to wear with or without a coat, it doubles its activities as a coat to wear over a dress. Trim and fitted, this admirable wardrobe-amplifier appears in many versions, in wool, tissue faille, taffeta, silk rep or silk serge, single-breasted and double-breasted. One in navy wool with elbow cape sleeves is gay with a bright yellow crope lining and yellow field flowers at the shoulder.



Sally Victor's "Rose Bower"

... from a collection of hat by famed designers... each one cleverly plotted to make you look your prettiest on Easter morning... and whenever you wear it...

Doop's

630 Central Avenue East Orange, N. J. Store Hours: Tues. through Sat., 9:30 until 5; Mon., 1 P. M. until 5

FURS that reflect YOU Fashioned in the exclusive Eugene Gray style tradition. EUGENE GRAY "Pace-Setter of Fashions in Fur" 581 CENTRAL AVE., EAST ORANGE, N. J. OPEN THURSDAY EVENING TO 9

### Increase Noted In Home Sewing Says Expert

Home dressmaking has been on the increase ever since the war. Figures just compiled by the Extension Service of Rutgers University indicate that this increase was particularly large during the past year.

Figures from other sources, such as pattern companies and piece goods departments, bear out this statement, says Inez LaBosier, extension specialist in clothing at the State University.

In New Jersey, 17,000 families took part in the program in home sewing during 1948, according to Extension Service records. Persons who attended the various workshop meetings held over the state by the County Home Agents reported that they made anywhere from 4 to 30 additional garments as a result of the class instruction. Approximately 80,000 garments were made at home.

Hundreds of young homemakers and business girls learned the art of garment construction and sewed for the first time. More experienced homemakers either learned more advanced steps or brushed up on their techniques.

Homemakers weren't the only ones to profit by these sewing programs. Over 4,000 articles of clothing were made by young 4-H girls.

Since expenses for cost-of-living items have remained high, homemakers have found it possible to adjust the family budget through stretching the clothing items by home construction. Many women feel that they get more in terms of quality from garments which they make. Another objection to ready-made clothes, besides the high price, is the poor sizing of garments, especially in children's clothes.

Whether or not this interest in home sewing will continue will depend upon market developments. When inexpensive and moderate merchandise of good quality fabric, accurate sizing and adequate workmanship is more easily obtainable, the trend may reverse itself, points out Miss LaBosier.

### Paintings, Waves Spark Leading Fashion Designs

One of the most fascinating inside stories of any fashion season is how the new trends come about. This season the story is apt to date back from behind the trends themselves to the creating of the fabrics themselves.

The other day, Wesley Simpson, the well-known fabric designer, was reminiscing about some of the incidents that "sparked" the fabrics which are now in the collections of leading designers for summer.

Adrian, for instance, was making one of his many visits to New York and went to the Metropolitan Museum to see an exhibition of paintings by Constable, the English landscape painter of the 18th century. One particular painting showed a number of cows grazing in the foreground. They so delighted Adrian, that he immediately called Mr. Simpson to see if it would be possible to do an amusing print based on the Constable cows. By working the design out together, there eventually evolved the perky cow print that has created so much news in the Adrian collection.

The fact that Wesley Simpson is also married to Adele Simpson, the prize-winning dress designer, may have something to do with the complete workability of his fabrics when related to dress designs. In the Simpson home an atmosphere of artistic happiness prevails, and many of the ideas that evolve are often of joint creation. The two designers love to travel, more especially when they can be aboard their yacht, the Kraken. It was on one sailing trip, recalls Wesley Simpson, that he was inspired to create the mermaid print, now famous as the fabric worn by the Miss of Cotton. "I was on this yacht's coast, as well as a fabulous wardrobe, many of which designs were plotted on Simpson fabrics."

"We had just been on a week-long trip aboard the Kraken and were just coming into port. I was standing by the rail, watching the waves gently lap the beach as we neared it and thinking how pleasant it was to escape our working world for only a week. My mind soon began to dwell on the many fabrics I would have to design when I got back, and I suddenly wished I could be a happy little wave with nothing else to do but wash ashore. Well, being a fabric designer rather than a wet wave on a beach, the next thing I knew I was creating wave patterns on a drawing board. Perhaps it makes others think of vacation time and beaches and the sea. . . . It has been one of our most successful prints to date."

### Frillier Undies

Many manufacturers now realizing that the lingerie blouse creates a demand for an undergarment that is frillier and more unusual than the average slip, have developed an attractive line of cambric tops with matching petticoats.

Use an oil cloth slip-on to protect your ironing board cover. Cut it four inches larger than the board. Stitch a half-inch hem and insert elastic. Draw snug and fasten.

### Short Light Weight Girdle Preferred

A good well-fitting girdle or foundation is a must for any woman who wants a trim smooth look, yet many small stores, who cannot

afford to hire a corsetier and receive their stock through a buying service have but a hazy idea of how foundations should be fitted. Length is one of the most important factors in fitting a foundation

to the individual customer. Many women say they prefer the short, light weight type of girdle, which is made in lengths to fit the short girl with a slim figure. Try to discourage customers from buying one too short. Point out that the

short model creates a roll at the waist and a bump at the hips.

Many of the new foundations on the market this season have an elastic waist band which fits well up to the midriff and creates a

small waist while eliminating a roll.

These girdles come in 16 to 19 inch lengths to give a variety which should suit every customer. —(RTW Scout)

### Quilted Counters

Lingerie counters in New York's department stores are usually painted soft pink or off-white, as well as peach or pale blue. On those counters where very fine

lingerie will be sold, a length of satin or pastel print quilting is laid across the top of the counter to protect the garments shown to the customer from snags or soiling.



Prophetic silhouettes, with touches of

raffeta for deliberate drama

casting midnight shadows

on a late Spring afternoon...

in a preview from the

designers collection Hahne + Co.

### Fashion Leaders Say What Will Be Seen This Spring

The girl who looks as though she had stepped right out of a picture this spring is likely to be wearing, say experts in the world of fashion... the draped and shirred shepherdess neckline, becomingly low, adhering, and also off-shoulder, and for the deeper and varied Venus neckline, framed with fold drapery, both of which appear in silk prints and after-five taffeta...

The airlight bolero, a version of this season's flareback jacket that tops a slim skirt in many a collection, is teamed now with fairly full-skirted one-piece dresses in matching wools. Several of the dresses are designed with wide-moulded Empress waistline curving up under the bosom and defined with narrow braid. A charming cocktail costume comprised a black taffeta airlight bolero with a swishing cup-sleeved dress with taffeta skirt and lace top in sugar pink, a featured color.

The full pinnwheel skirt, stitched-pleated all around and sometimes horizontally tucked all over in addition, keeps taking the eye, according to fashion experts. It is seen in coats as well as in dresses, the latter invariably designed with simple short-sleeved or camisole-strapped bodices, and frequently topped with jackets. The full skirt look is effected in many another, dressier dress with layers of material, as lace over net or starched batiste, dotted silk or tissue faille over marquisette, and chiffon over crepe. One after-five dress in black linen over black net is girdled with a gold-taffeta Empress sash tied in a big alde bow with open, crisply colored neckline.

The small woolen street suits, medium length or short papaya jackets, some slanted out slightly at the hipline, with either a narrow skirt or one cut with inverted front pleats, are being shown for spring.

Black on its own and black and white are to the fore, particularly in different types of fallie-alpaca falls, resistant to creasing, tissue faille, and a new crisp faille seen notably in a black and white dotted afternoon suit with velvet-collared jacket. It is mostly in dotted silks and silk sherings that color is introduced, and in a number of appealing prints, and then, usually, in a single shade with either black or white. The fern print is shown in beige and black, the network print in brown and white, and a small-dotted silk in red and black, this last neatly handled in a dress and jacket costume with its edges pinned in black. Dinner and evening dresses are definitely very young looking, even when decollete, or very sophisticated. Among the former is a bouffant dress in pale and changeable gray and blue taffeta with "royal order ribbon" drapery caught with pink roses below one shoulder and tied in pouf-loops at one side of the waistline.

### 'Slip Dress' Has High Collar, Is Sleeveless

A high colored neckline, completely sleeveless, and full gathered skirt on fitted waist—that is the "slip dress" as presented in a variety of fabrics by a noted designer in the large collection of summer cottons and pure linens. Sometimes in striped chambray with manipulated striped yoke, often in tiny dark background prints, with mandarin collar or double round collars—the "slip dress" comes forward as THE dress of the summer collection.

Another highly-promotional group are the "Summer Coolers." Strawberry-pink is the new color featured along with a deeper raspberry, green (mint), beige (butterscotch), blue (blueberry), ice, are among the cher ice cream colors in the group.

The fine cotton fabrics sponsor big dinnish checks, window pane checks stripes and tone-on-tone. Watch for the "Double Scoop" chambrays, as the tone-on-tone are called, as they are used in a sunback with wide collar on wide open neckline. One- and two-piece dresses are shown in the group with sunbacks covered with slope shoulder fitted jackets, always cuffed. The youthful Empire line appears throughout this group as it does throughout all the cottons.

Dark plaids, tiny black and brown checks, jacquard weaves in a putty shade, beautiful satin striped chambrays all of a color—these are but a few fabrics used in the large summer line of fresh, gay, young styles with wide skirts, low, round necks, sloping shoulders, sleeveless or often long-sleeved and high-waisted lines so typical of this important junior resource.—(Women's Wear Daily)

### MODELS OPEN HAMBURGER STAND

Sign of the times note: Two of New York's most glamorous fashion models have moved to Miami and opened a hamburger stand called The Model Hamburger. Their former employer, a topflight couturier, has designed their beach-to-county costumes of pale grey silk slanting with white pique touches.

### Metallic Threads, Bolero Suit Accent Spring



THE YOUNG LOOK BORROWS sophistication of line from its elders in this check bolero suit at left. The short fly-away jacket, the wide slant pocket skirt topped by a white pique dickey and contrasting cummerbund give a hint to checked wool worsted. From the Junior



Haven of L. Bamberger's, Newark. Right, news in knits, the use of metallic threads for accent. A plaid jacket suit threaded with non-tarnishable gold or silver over a slim solid color skirt. Only at L. Bamberger's in Newark.

### Novelty Fabric Demand Is Seen On the Uptrend

The uptrend in demand for novelty fabrics, with the accent on tweeds, is noted in the latest issue of the Industrial Council of Cloak, Suit & Skirt Manufacturers' market letter.

"There continues to be clearly defined indications of the consistent growth in the importance of 'fancies,' notably tweeds," states the current bulletin. "This has been plainly apparent this spring with those materials more prominent than they were a year ago. They promise to be much in evidence this fall for both coats and suits. The extensive use of those fabrics, after having been of relatively little importance for so many seasons, would provide a note of newness that would be helpful in sustaining a high level of consumer interest in the industry's product.

"There is a broad range of well-regarded tweed types. They include materials of the roughest yarns for the more popular priced merchandise and the finer, softer versions for better goods. There are lightweight textures that are appropriate for dressy and town wear as well as for casual garments. Among the many types showing interest are the flocked tweeds, bouclé, herringbones, overplaid and the constructions with multi-colored ribs.

"It seems likely that most of the outstanding style houses will give attention to 'fancies' in their fall collection."—(RTW Scout).

### Town Suits Stressed in Custom Group

Wholly concentrated for the spring-summer season one custom type wholesale collection shown recently makes much of the slim tailored town suit for their top-ranked specialty shop customers, one to a city except in New York where Hatlie Carnegie and Bergdorf Goodman carry different numbers.

In suits, jackets have naturally rounded shoulders, curved seams to slim the waist, a mild roundness springing away from the hips above slim skirts. Pocket detail is interesting and contributed to this hip-rounding, sometimes repeated on the slim skirt.

### Delicate Silhouettes Blend With Bold, Brilliant Details

An intriguing combination of fragile femininity and spectacular drama is this spring of 1949. A season when delicate silhouettes blend strikingly with bold, brilliant details, creating an air of excitement, of delightful paradox... making each suit, each coat of Hahne & Co.'s handsome collection a masterpiece in itself.

Because you are a lady... because you dearly love to look the part... you'll take to your heart spring's tiny nothing of a waist... mildly sloping shoulders... hips rounded to flattery. You'll revel in a choice of a skirt that's pencil slim or one that sweeps out from the hips in extravagant folds. And because you are 1949 to the hilt... because you adore the unexpected... you'll glory in frankly giant-sized pockets... in the magnificence of cuffs climbing up to the elbow... in row upon row of impudent buttons, playing gypsy tricks, adding spice to spring.

It's a season for suits with a costume look, favoring jackets that are flippantly flared... jackets that fit closely, stopping short at the waist... jackets boxed or cinched tight with a belt. And high on the list of designer innovations, the use of tone on tone and color on color... the mating of fabrics for novel, pleasing effects.

It's a season of surprises, delightfully provoking... the coat so moulded, so styled, you'd take it for a dress... done-in-rustling taffeta, silk, or molire; in wools, sheerest of sheer, or newly soft tweeds.

It's a season for navy... the whole gamut of blues, in fact, from light cornflower to shades of midnight... a season for neutrals, again with stops at every depot... from palest beige to deepest brown. Naturally, for spring, there will be greys, pastels.

All in all, a glorious season of gentle whimsy and soaring imagination... when spring makes the most of good fashion details. Look for a wide, wonderful collection of spring's finest creations on Hahne & Co.'s Fashion Floor and Montclair.

Sparty tweeds for active and spectator wear always claim an important spot in any showing for the school and teen-age crowds, college girls and juniors. Landscape colorings blend for glow in all-over effects based on small checks and big stripes that have an all-over impression. There are also some delicately worked plaids and stripes done in rich-looking combinations suitable for town casuals such as olive green with gray luggage with navy, white and red, and royal in copper. More counterfitted colorings are frankly gay and include such combinations as that of rayon, gold and red in pale blue and white blend, green, royal and navy with orange. Also featured are block checks and plaids in colorful contrasts and soft iridescent colorings for skirts and separates.

Dressmaker and dress-wanted fancies also stress the revived significance of tweed fancies but also give attention to novelties featuring dobby effects, companions and reversible schemes. Spaced blocks are effective in one version. Another shows shepherd checks in new colorings such as navy in flame or brown in royal. Tone-on-tone ideas are smartly worked out in small patterns that have a crisp look.

### Dotted Swiss Separates Among Junior Wear

Among the newer fashions to be seen in coming months are... A bouffant dotted Swiss two-piece dress, complete with cotton underlining and petticoat, blazing white pique separates in trig skirts and blouses and a wide variety of coordinated sun-backs-short-blouse and veskit outfits—these are among the junior summer sportswear.

A two-piece skirt and blouse outfit in dark-toned poplin is registering well according to current order. Such teams as a tiered skirt with plunge-neckline blouse, a completed-all-around skirt with a braided-edge blouse are among these models. Of especial interest is the blouse with a buttoned neckline, the plunge inset adjustable to the desired depth.

Co-ordinated groups of spectator and play clothes have an important part. There are cord poplin, plique and printed cotton groupings of these. The majority of them includes belted shorts and a laced-at-the-back veskit. This firm believes in the combination of sun-back dress, little jacket and shorts—shows it in many fabric combinations. Among these three-piece sets is one in a process-dot cotton of silver on pastel shades. A good-looking, high-waisted pique sun-back dress and matching brief bolero are also included in the summer fashions.—(Women's Wear).

### Getting 'Hang' Of Skirts Almost Stumps Experts

Getting the "hang" of many of the newest and prettiest spring and summer skirts almost stumps the average fashion expert these days.

Weeks ago, any number of New York designers hinted at "unexpectedly draped" skirts, an expression that covers multiple eye-catching treatments, from a slim but complete wrap to a scooped-out overskirt which amounts to nothing more than a peplum in front.

Possibly the simplest of this season's draped skirts is the rag-topped, or a skirt giving such an impression. Coll Chapman introduces several variations, all effected with pockets, in skirts tapering to the hemline. The slim cocktail dress of silk jersey, draped all over in small curving sculptured folds is one of Coll Chapman's hits of the season, and will have its summer echoes in her new collection.

"Side saddle" or "equestrienne" drapes featured by several designers fold crisply or flare softly, depending on the fabric, to the side. The same type of skirt will soon be presented in town and vacation costumes with equal sophistication.

Many seemingly shaft-like skirts are so smoothly persuaded to the back that fullness is noticeable only in movement. An example is seen in Ben Felig's sleek-looking silky black gaburine street dress with the close wrap of the skirt draped and held to the hips in back with big black buttons. And whereas this particular skirt is meant to look pencil slim, others in the same collection are draped for just the opposite result—extra fullness. Among them is a short dinner dress of dove grey silk taffeta with the front of the skirt caught up to form a shepherdess peplum. Nettie Rosenstern drapes navy satin high on one hip, low near the other knee, and tucks bunches of violets at both sides.

Drapery of many skirts adds up to soft puckers at the hipline, usually combined with back-dipping and back-flaring hemlines. Or, the skirt is almost imperceptibly draped through the hipline and finished with a cascade down the center or side back. For evening, any number of designers drape the skirt elaborately, or pour it, usually to one side only, although some designers work the fabric into giant outstanding points or round panniers at both sides.

For summer, many skirts will hook up or button up in a drape on one side, showing a contrasting underskirt; and others will drape to the side both front and back. Some will drape up, via drawstrings or knots of the fabric, and many will have draped or valance hemlines. Even bathing suits have distinctive draped skirts just covering the tiny ruffled bloomers or shorts underneath.

### 'Hemlines to Stay Around 12 Inches,' Designer Says

"Hemlines will stay around a sensible 12 inches," says Sylvia Franklin, designer at J.L.F. Originals. Miss Franklin has just returned from the Paris openings and reported the collections as exciting and inspiring as ever.

Dior is one of those one-in-a-lifetime geniuses, according to Miss Franklin—"he can do the same thing 50 different ways and each of them new looking." She also feels every other Paris collection has been influenced by Dior. The only exception to this is Gros who presented a highly imaginative, beautiful group of very individual dresses. Jean Dessès was singled out as "a true artist" by Miss Franklin.

Floating panels through the belt, part of the skirt becoming a stole, back floating line—impressed this designer.

When asked about the chemise dress, Miss Franklin emphatically denounced it as a most unflattering line. The few she saw at Rochas impressed her as something being forced on the public and not at all in keeping with the other truly beautiful things in the collections. She admires the courage of any one who will launch the silhouette but can see no future for it.

Reds and beige tones seemed to her the outstanding colors. A true rosy red and a tuffy colored beige with yellow undertones were the two important tones.—Women's Wear Daily.

### Dress-Like Brunch Coats Do Double Duty

Another bid for double-duty business is found in brunch coat fashions. The favorite styles are done so that they can be worn under a coat for morning marketing chores as well as around the house.

To make brunch coats look more like dresses, negligees and housecoat manufacturers put most emphasis on front closing styles rather than traditional wrapped styles. High necklines, ruffled square yokes, capeslets or cape sleeves and moderately full skirts are the fashion points of these styles.

### Suit with Flaring Jacket



MAGNIFICENT DETAIL. In a navy suit of Fortmann's wool. Deep many-buttoned cuffs... wide flaring jacket, lined in vivid plaid taffeta, designed to be worn with or without a belt. A Kraus Original from Hahne & Co.'s designer collection, Fashion Floor and Montclair.

### Color or Print Terry Robes for Double Duty

Double-duty terry cloth robes are a lot more exciting this year when they are styled up to look "different" and to serve on the beach as well as at home.

Higher styled terry robes at high prices pay more attention to new ways of making terris different: Ascot type necklines, short belted cardigan robes.

Colors continue to make bids for double-duty business in terry robes... Pastel colors—pink, blue, maize, sand—in the higher price bracket, and coin-dotted or printed terry in moderate price ranges are being ordered to spice up selection of terry robes.

**Brohman's**

**VIRGIN WOOL GABARDINE SUIT**  
in Beige, Navy or Black  
\$75.00  
SIZES 10 to 18

604 CENTRAL AVE. EAST ORANGE

When buying clothes for the small fry, look particularly for roomy armholes so the child will have freedom of movement.



TINY ENOUGH TO defeat March winds, and with a look forward into Spring, this small sailor of beige color course straw with taffeta bow.

## Designing Dresses "Like Being In Love with Wrong Man" -Dache

"When it comes to designing dresses to go with my hats, I guess I was like a woman in love with the wrong man. Everybody tells her he is no good. The more they warn her, the more determined she is. That is the way I was about making dresses," says Lilly Dache in this month's Holiday Magazine.

Her dresses, hats and dynamic Lilly herself are compounded into a vivid picture of fashion in the making, aptly titled "Confusion on 56th Street." The whirlwind of design assistants, secretaries, models, bolts of fabrics, mountains of straws and flowers which produces fashions that "women are happy to wear, with labels they are proud to display, at prices they are willing, if not always overjoyed, to pay" is plausibly portrayed by Toni Roblin, Holiday's fashion editor. She says:

"In one breath, Lilly will correct a dress design, tell a milliner what's wrong with a hat, show a model how to change her hairdo, coo to a nervous customer and answer the phone. As she walks about the shop she is usually followed by a retinue of her staff all asking questions at once and often pursuing her into the privacy of her bedroom.

"Lilly combines workmanship and warmth with an honest humbleness. She has no truck with most of the chi-chi glamour connected with fashion design. She

pooh-poohs that school of design which sits silent before a bunch of posies or a bit of cloth waiting for inspiration. Dache designs anywhere any time."

## Cotton Linings Among Revivals Of Spring Season

Cotton linings are among the important revivals of the spring season. A few designs are taking colored woven flannels such as chambrays and gingham and lining tweeds or monotone woollens with these fabrics and using the same cottons for matching blouses. Brimance of Lord & Taylor, for instance has taken the Cady & Lord changeable colored chambray with tiny dobbie figures and used it for linings of tweed or plain worsted suits. Blouses are available in the same darkish iridescent cotton. Flannels in suits and separates have been lined with gingham in checks that combine dark colors with navy, green and brown predominating.

Rayon suitings are also getting early promotion in spring suits which can be worn beneath fur coats now and later with or without spring coats. These suitings make a feature of tropical weights in tailored classic type suits. They are attractively priced with advertising directed largely to the business girl on a budget. The reception to this type rayon suit was so favorable last season that stores are planning to push them energetically into the summer buying season.

Crossing-suitings are also scheduled for an important promotional spot in higher-priced suits for summer. Already these are outstanding features in resort selling. White and pastels are most widely favored with some attention given to dark colors. Suiting linings are also making a repeat appearance in duster type of coats, reofers and redingotes posed over silk or print dresses. These linings are usually in white for that crisp starched effect that is considered so smart this season.

Pollen dotted silks or cottons are also due for a publicized summer in-suits. The polka dots are being made available in the widest assortment of colors shown since pre-war days. They vary from the pea-size to 50 cents.—(Women's Wear Daily)

## Sturdy Denims Are Dressed Up

Denim has many new style points for summer. Iridescent stripes, and checkweaves, and new colorings bring new interest to this favorite. This year denim is treated to the same smart styling that spotlights cotton separates. Co-ordinated groups of flyaway jackets, skirts, bra tops, shorts, pedal pusher and slacks have new soft-lined lines, contrasting appliques and button treatments to sell them faster. In addition to the ever popular navy and faded blue, red, aqua and maize are getting a big play.

Bright contrasting cotton trimmings are the favorite highlights that moderate price makers are using to brighten up denims. Plaids are seen most often but there is also a heavy representation of bright red bandanna print pieces following through from last year's success. Speechy woven plaid blouses that repeat the colors of iridescent denim separates are being offered by some houses. (Women's Wear Daily)

## Antique Reproduction



EIGHTEENTH CENTURY mahogany reproduction with antique finish and inlaid with satinwood make this attractive desk set. Top of desk is hand tooled leather. Prints above desk are Seventeenth Century Holbein and French urban scenes. At L. H. Nolte, Summit.

## 'Bare Look' Is Summer Fashion For Young Crowd

The bare look back and front is the fashion look for the young crowd. Sundresses without cover-ups are plentiful and most of these star the rounded camisole top and shoulder tie straps for the big and little sister group. The single bare shoulder sundress is also an eye-catching item. Flyaway boleros are still the favorite cover-ups but newer than these are reversible capelots, triangular and scarf styles and snug short jackets with button front or drawstring bottoms that tie tight under the bustline. In teen sizes, the baretop look is especially prevalent and many sundresses feature strapless boned bodice. Long scarf styles give a dressed up feeling to these sundresses.

Bare backs are also back again and many young summer dresses are cut with deep V backs or surprise crossings in the back. Sleevelessness also prevails throughout the lines and even sheers are styled with wide bertha collars that just dip over the shoulder.

The plunging neckline is not yet a strong fashion feature in summer clothes and some manufacturers believe that the fashion is not young enough to really catch on. The tie front, plunging neckline shirt has strong appeal in a separate shirt or in the front shirts that are parts of blouse and skirt sets. Variations of this are making a big impression in cover-up styles for sundresses. Brief sleeve jackets with single, double or triple tie fronts make frequent appearances with baretop dresses. (Women's Wear Daily)

## Midriff Tops are Tops For Sports Costume

The midriff top, lowest when elasticized for on-and-off the shoulder wear is the big separate item with skirts as well as shorts and pedal pushers, according to an article in Women's Wear Daily. When coordinated with a skirt and done in dressier fabrics as pastel plique it has a costume look with a patlo flavor. There is still great strength in separate white cotton midriff tops styled like blouses. These go with the wide selection of separate cotton skirts that are featured in every line.

Denim, too, bows to the bare midriff fashion and every co-ordinated group of denim play-clothes feature brief tops.

## All Handmade Nightgown



DELIGHTFUL AS A DREAM is this all-handmade nightgown by Yolande. Imported handrun Alencon lace is lavishly used on shoulders and high bodice, and cleverly forms a tapering waistline. Scooped neckline and shoulders are edged with narrow "shellwork," a kind of handwork which uses a narrow band of fabric caught at even intervals with thread to form a running design of "shells" or beads, which ties in a prim little bow to close the slashed bodice. Style No. 7123, sizes 32-40, of rayon crepe in pink, white, blue. \$15.00. At Lillian O'Grady.

## Dressier Summer Cottons Include Dark Organdies

The continued trend toward dressier cottons has gained in current lines. Braid trimmings are prevalent on plain chambray, sometimes developed in two colors for applique effect on bodices or skirt borders. Jewel studded yokes on chambrays for after-five wear, tucking, hem stitching and insets of lace are featured on cottons shown for daytime sportswear.

Dark plaids are favored for sun dresses, topped with jackets and boleros of butcher rayon. Softly tailored jackets give white plique sun dresses a suit look. Bodices are snug-fitting, boned, and have detachable straps. Skirts are moderately full, hip-lines are smooth; smart handling of back interest registers at some of the better houses, and hemlines are creeping up an inch.

Designers have stressed youthful styling in sheers. These run the gamut miniature floral-patterned rayons to Egyptian and pima lawns. There is a strong revival of dotted Swiss and plaid dot volles and one house is showing a group of organdies which is attracting wide interest. Some are in dark colors, worn over strapless slips which can be used for sun dresses; others are pastel matelasse organdies with flounced skirts and velvet sashes.

Color as well as fabric are important in designed separates. Denims range from gold to rust, and can be had in plain or iridescent weaves, and are often trimmed with stripes or polka dots. Navy and pink, green and lime, orange and green, are some of the newer combinations featured in separates, while prints used for coordinates lean toward quaint early American patterns and look especially new when combined with navy and brown.

## Elasticized Shirring For Fit and Fashion

Elasticized shirring is one of the biggest fashion points of the season, says Women's Wear Daily. Back insets of shirring are used to make-waist hugging sundresses form fitting. Sunsuit and sundress bodices are often made with all-over shirring. Wide-elasticized waistbands on summery skirts and shirred-bra tops are also shown.

## Sloping Shoulders, Shorter Coats Seen in Collections

High shelf pockets, loose coats that average 13 inches from the floor and bow treatments that connect with little collars—these are significant adaptable details from the Paris collections, according to Women's Wear Daily.

Although one observer saw "nothing radically new," he did find abundant details in the fur and cloth coat collection shown recently by the Paris couturiers. Ornamental buttons and the use of floating panels on fitted coats and suits impress this designer, as do the complete absence of shoulder pads in their sloping-shoulder garments. "If cloth coats, suits and dresses are going to adapt this sloping line, fur

manufacturers should similarly follow the trend," he said. Horizontally worked mink skins appear frequently in the Paris showings, and as the single touch of glamour this designer cites the use of 12-karat diamonds in a silver fox two-skin scarf. LIVE IN A BARREL. Any girl who doesn't look well in pink will have to live in a barrel next winter, says designer Lilly Dache. Everything from flesh to blush, to rose red and stops at salmon, strawberry and Texas Rose will dominate the Fall and Winter 1948-1950 fashions. In fact, any color, just so it's pink, says Lilly.



By Claire McCardell

Our Spring Collection Was Designed To Be Enchanting

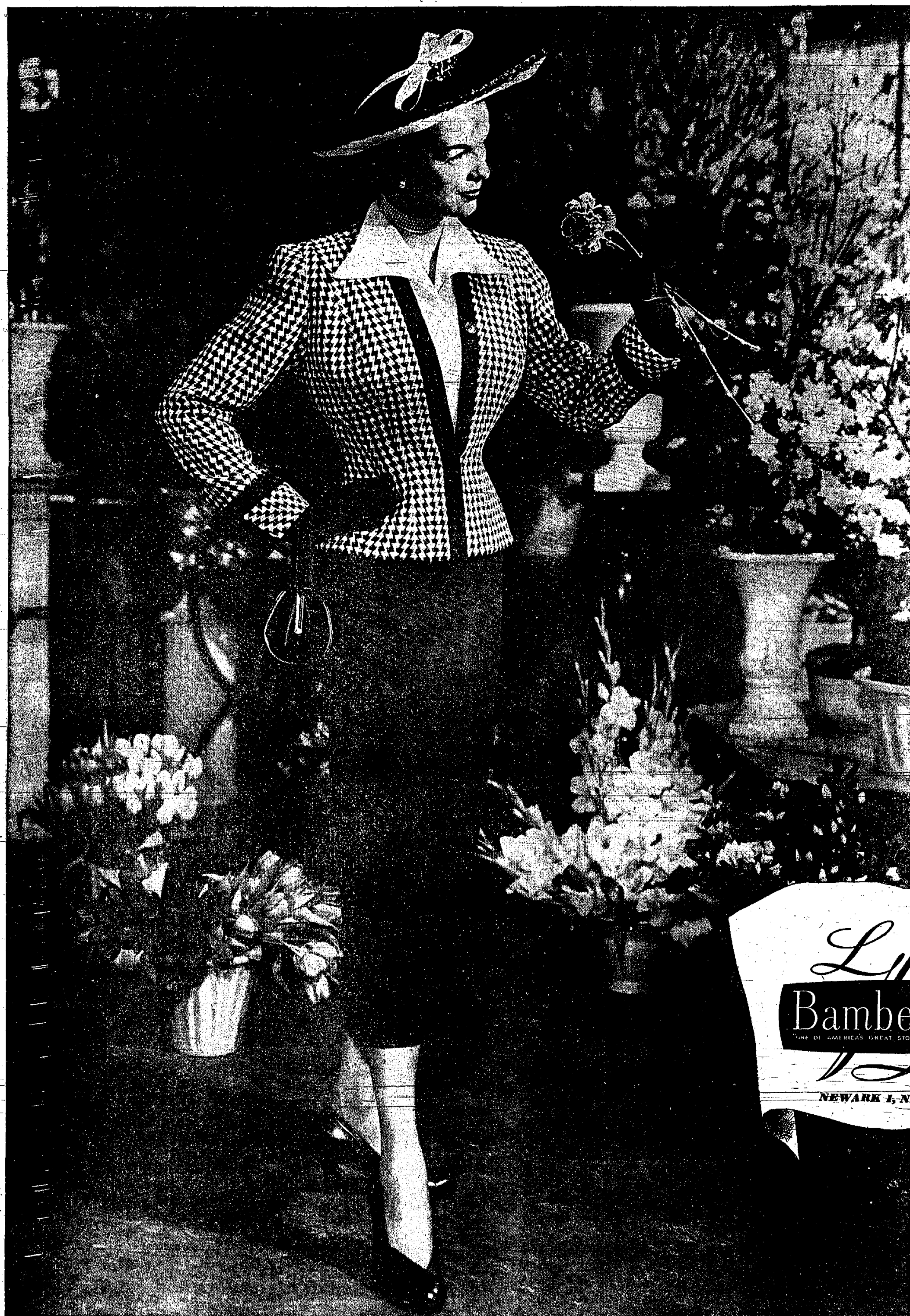
..... AND IT IS!



Lillian O'Grady

Summit  
Spring Lake

Westfield  
Palm Beach



*William Baso' cardigan suit, jacket hand-loomed checks overlaid with its own plique dickey. 12 to 18. \$110. Bamberger's Dress Salon, Third Floor.*

**Tear Drop Silhouette, Theme of Designer's 1949 Collection**

The tear drop silhouette, curving in slender elongated lines below a high built waistline area, is part of the theme of the Samuel Kass spring 1949 collection. This graceful rounded look is the result of a new and gentle drapery lifted upward at the back to narrow the silhouette around the knees and give roundness without bulk to the hips. Skirts are fluid, even when they are very, very narrow in repose.

Deep, framing collars, often with a fold standing out around the bosom to give a shadow-box effect for applique flowers or print cutouts are an important keynote, and a flattering one. Usually these collars frame a lowest décolletage, with a rounded bosom line below.

The invisible print, just a faint shadow on a dark ground accented by a bright repeat of the same design scattered here and there, is big fabric news here. One in black has a misty design of hearts, with bright pink hearts superimposed. Two-piece dresses or dresses with jackets represent the major use of a lovely series of delicately drawn but brightly contrasting prints. One of the handsomest is a prism print, long icicle-like points of brilliant color crisscrossing on a dark ground.

from lengths of the boldly printed silks before they are cut into squares are bright beneath colorful wool coats, or alone. . . . These include both day and evening versions.

Navy and black sheers, designed to have year-round usefulness, have both full and slim skirts, and feature masses of exquisite applique embroidery. Wool so sheer it resembles crepe is another featured fabric, shown for daytime in softly tailored dresses with white touches and often colored leather belts. Many of these have forward jutting flanges, double or triple, of the handkerchief thin piped in navy or black.

The evening collection follows this house's tradition of floating beauty, spiced with a few sleekly moulded dresses. . . . This season the outstanding fabric is imported net in multicolored layers for shimmering bouffant skirts.

The ankle length evening dress appears many times, usually with a sheer lace top over a pastel satin camisole. . . . Pale toned lace set flat on crepe in a slightly deeper tone is used for a two-piece dinner dress with a moderate skirt and short fitted top with a small

A series of scarf dresses, made

(Continued on Page 2)

**Gloves for Sports and Town Costume**



**PET GLOVES FOR** the sports lover, for the girl who drives a car everywhere, are those combining hand crochet with capeskin for the palm.

Long French kid gauntlets, embroidered and washable, lend an elegant air to the chic, dark town costume which is set off with a milk capelet.

**Improved Fabrics, Lower Prices Noted in Spring Coat Market**

More garments of moderate prices and improved fabrics should make shopping for a spring coat easier this year, says Inez LaBosier, extension specialist in clothing at Rutgers University.

Will you choose a shorty or a long coat, a fitted or loose coat? Before making these choices, consider the following points, suggests the State University specialist: Loose coats are more casual and fit well over suits; fitted coats tend to be more dressy; a semi-tailored coat does the best all-purpose job.

Smartly-dressed women usually select a coat of a basic color which blends with all garments to be worn with the coat. Navy blue or neutral tones such as grey or beige are good choices of basic spring colors.

Soft tweeds are coming back into the fashion picture. These make excellent all-purpose coats and may be found in strictly tailored or softly feminine styles.

While checks and plaids are high fashion, such fabrics often do not fit well into the wardrobe of an adult—especially if the coat must be worn for several years.

For the semi-tailored or fairly

dressy coat, fabrics range from gabardine and twill to soft fleecy materials.

Check the lining, too, when buying a coat. The best ones now are treated against perspiration. Those containing acetate yarn are often treated against fading, too.

**Electronic Secretary Handles Phone Calls**

Today's perfect secretary works with machine-like precision, has electronic innards and a mahogany-finished chassis. A business machine company plans to market it soon for about \$200, says Pathfinder news magazine.

The electric secretary has a wire recorder, record player and vacuum tube relays. If the phone rings while its master is out, the machine lifts the receiver and the caller hears a voice say: "This is a recorded message. Mr. Smith is out right now. You have 30 seconds to leave a message if you wish." After recording the incoming message, the machine cuts in again: "Your time is up. If you need more, please call this number again."



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Priced from \$10

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**Donna Bailey Opens East Orange Shop**

Located in the Brick Church Shopping Center of East Orange, at 21 North Harrison street, diagonally opposite from Best & Co., this new Women's Ready to Wear shop brings the ultimate in modern merchandising to Essex County's women shoppers. Modern and distinctive in design, the Donna Bailey shop offers for the first time in this locale a new and fresh approach to your shopping pleasure. In addition to the tastefully decorated Salon, there are spacious fitting rooms, completed air conditioning and soft background music to make your shopping hours more enjoyable.

This shop carries a complete line of dresses in Junior Miss, Misses and the hard-to-find women's and half sizes, in both the popular price and better dress categories. The comprehensive spring collection includes casuals, afternoon and cocktail dresses, dressmaker suits, costumes and formal gowns; selected from the houses of our best known American designers. In addition the Donna Bailey shop carries a full line of costume jewelry and cosmetics, as well as handbags and handmade gloves.

Mrs. Bailey, a long time resident of the Oranges, was formerly associated with B. Altman & Co., and is well known to suburban shoppers for her graciousness and good taste. This new shop is certainly a welcome and pleasant addition to the local scene.

**Offer Spring Fashions for Homemaker**

Spring fashions by the yard for home dressmakers are blooming in profusion in the new Terminal Mill End shop in Union's shopping center.

The new store is featuring silk prints, most of them in bold, brilliant shades of lavender and purple, shocking pink and Kelly green on black, brown or grey grounds predominant in the silk prints, cut in lengths suitable for blouses and dresses. Most of the pieces are three yards or less, although an occasional larger piece is found.

For the clever seamstress who likes an exceptional bargain, there is a table of run-of-mill remnants, imperfect in some way, at a much lower price.

The rayon prints, neatly stacked on one of the large tables, run the entire color range, although dark grounds are prevalent.

Plan a visit to  
**The Suede Doll**  
(THE ONLY EXCLUSIVE-SUEDE SHOP IN THE STATE)  
For  
**Fashions in Suede**  
LADIES COATS, SUITS, GLOVES  
HATS, BELTS, ACCESSORIES  
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Millinery Handbags  
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**Silver**

15 NORTH HARRISON STREET  
EAST ORANGE, NEW JERSEY  
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IN THE BRICK CHURCH SHOPPING AREA—NEAR BEST & CO.

this Spring it's...

**Donna Bailey**

Essex County's Newest and Smartest Specialty Shop

**SHOWING**

A Spring Collection of distinctive feminine apparel assembled with fine discrimination for the best in fashion, fabric, finest workmanship and value.

**FEATURING**

- CASUAL DRESSES — starting at . . . \$14.95
- AFTERNOON DRESSES — starting at . . . 19.95
- DRESSMAKER SUITS — starting at . . . 25.00
- FORMALS — starting at . . . . . 29.95
- COSTUMES — starting at . . . . . 35.00

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21 NORTH HARRISON STREET • EAST ORANGE  
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### Color Plays Top Role in Spring Fashion Drama

Color plays the outstanding role in the fashion drama presented by Philip Mangone for spring 1949. But it's color-handled in the Mangone manner, the high vibrant shades achieving the richness and elegance heretofore attributed only to black and navy.

Magnificent lines, superb tailoring and impeccable details are conspicuous, of course, as well as the variety of styles always expected—and found—in the collections of this dean of American designers.

The most noteworthy influence in this collection is its perfectly tailored femininity, with simple classic lines gently eased into a silhouette of figure-conscious flattery. Shoulders are masterfully constructed to minimize hips, their padding more subtly rounded than in the past. Waistlines of fitted coats and suits are defined, but only enough to create a slim midriff—or a reasonable facsimile thereof.

While Mr. Mangone shows an almost equal number of both loose and fitted coats, of especial interest are the loose, go-over-everything topcoats that will sail the Seven Seas or fly through the air with the greatest of ease. For Mr. Mangone's tweed great-coats are almost as necessary to globe-trotters as their visas.

Most noteworthy among the fitted coats is the coat-that-looks-like-a-dress, which Mr. Mangone features in both single-breasted and double-breasted models.

In this house, the fabric story is almost a saga in itself.

The tweeds, as well as all the other fabrics used by this master tailor, are so beautiful it is difficult to describe them or to choose a favorite. Wide solid colors, brilliant checks, bold or muted plaids, chiton-sheer wool, polished satins, turrel taffetas, are all handled in such a way that the lines and details of every garment bring out the greatest beauty of its material.

But it is his handling of details that stamps a garment "unmistakably Philip Mangone." Collars, pockets, yoke treatments, sleeves, all reveal the magic Mangone touch in both the classic types and in the softer, dressmaker costumes.

This season, Mr. Mangone's group of softer costumes is both extensive and versatile. It includes afternoon suits that will make every other outfit at a cocktail party look slightly overdone (as underdone, we might surmise, this year's neoclassics being what they are), and a number of urbane fitted coats for the urban scene.

Most important characteristic of this entire collection is its integrity. It is obvious, from first glance to last wearing, that these are clothes that never compromise with quality in style, fabric, workmanship or the famous label they bear.

### Teardrop

(Continued from page 1)

peplum, the top fastened with jeweled buttons.

Print in bold magnolia leaf patterns on a white ground is applied with black net to form a lovely evening gown, the net forming an uneven "band" at the hem attached to the outside edge of the print. A swath of the net is folded to form one shoulder strap, then floats loose as a scarf at the other side.

Highlights of the Collection

Navy sheer afternoon dress with natural shoulders (no pads) and long sleeves with net inserts at elbow... matching net insert at neckline.

Silk prism print costume of char-treuse, red, brown and green on black. Dress has mandarin neck and navy skirt... Jacket with simple reverse and below-elbow sleeves. Self buttons covered with clear plastic.

Dress and jacket ensembles of printed hearts in pink polka dots on black. Matching grosgrain ribbon at deeply slit neckline. Slightly gathered skirt. Self buttons covered with clear plastic.

Dress and jacket of black and white domino print with folds at the wide, deep neckline. Deeply pointed revers on jacket... jet buttons.

Brown and aqua silk medallion print in a short sleeved dress with brown grosgrain bows applied with medallions at the deep neckline. Over it goes a long aqua wool coat lined with the print.

Evening dress of white organza with fringe of Alencon lace and Pointe de Venise applique at the off-shoulder neckline... narrow shoulder straps of organza and wide sash of chartreuse velvet.

Afternoon dress of sheer brown crepe with envelope tunic. Heart-shaped inserts of net at neckline and on elbow-length sleeve.

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My Posture is Gracefully Erect!  
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### Specialty Shop, Tastefully Decorated



THE RECENTLY OPENED Donna Bailey Shop, 21 North Harrison Street, East Orange, of modern and distinctive design, offers spacious fitting rooms, air conditioned and with soft background music to make shopping hours more enjoyable.

### Rounded Outlines, Underscored By Directed Folds and Tucks

Deitsch, Worsba and Coppola is a long name on a label, but thousands of women all over America have fixed it in their minds as the symbol of superbly cut and tailored clothes with a special air of breeding about them. They are never dull, in color or shape, yet they move gently in the stream of fashion.

The spring 1949 collection of this combination—an industrial expert in the production of fine clothes (Samuel Deitsch), the production man (Louis Worsba), and a skilled designer (Vincent Coppola)—underscores rounded outlines by the use of beautifully directed folds and tucks, balances the fitted and the full to coat silhouettes, points up the smartness of the allied rather than matched three-piece wool ensemble, emphasizes crisp finish woollens and the importance of the well-cut, finely detailed gabardine dress as a change from the suit.

Ray folds slant outward from waistline to shoulder at the back of belted topcoats to give them a new swagger. On others, the folds are in the skirt to give flare to the lower part of coats. Two-inch tucks are built into the silhouette to outline curves or a deep V at the bosom, back and hipline, and sometimes are repeated to give the effect of tiers in a skirt. Many suits and dresses have the yoked effect beneath top-seamed sleeves and often a large, shapely collar.

Three tones of the same color, one over another, pertain in the exquisite woollens for which this house is famous, are used for a number of handsome three-piece costumes, a suit and coat to form the basis of a spring wardrobe. Beige and brown plincheek-smooth finish worsted for a jacket, cocoa brown skirt and caramel beige fleeced short coat is a typical grouping, though several are interesting color blends, of yellow, beige, and white in variations of plain wool and bold plaid tweed—marigold wool coat above a Linton Hues tweed suit in black and orange mixture or lapis blue and black Linton tweed in a fine weave for a suit and the same pattern magnified in size for the topcoat.

This collection endorses the cape silhouette in several degrees: the built-in capelet effect appears on jackets, short capes (a trend begun here several seasons ago) are shown in place of jackets and are usually crisply taffeta-lined, and several dashing full length capes of tweed over sheer wool dresses are outstandingly chic.

The sleek, tailored dress of gab-

### Oven Brownd Croquettes for Lenten Meals

Perk up your Lenten meals with croquettes, suggests Mrs. Helen B. Robbins, associate extension specialist in nutrition at Rutgers University.

The name croquette implies a dish that is crispy and crunchy and is applied to a cooked food that is finely cut or ground and held together with thick white sauce or egg.

The inside of a croquette should be creamy and soft, but the outside should be crisp and brown.

But here is where general description stops, points out the State University specialist, because there are so many different kinds of croquettes.

For Lent, you might choose fish, crab, lobster, rice or cheese—as the bases for your croquettes.

One to two cups of finely diced cooked meat, fish, hard-cooked eggs or vegetables may be used to each cup of thick white sauce. When the mixture is cold, it will shape easily into croquettes of uniform size. Coat with flour or sifted crumbs, roll in an egg mixture so that the egg forms a continuous film, then in crumbs again.

The egg mixture is made by adding two tablespoons of water or milk to each egg and beating just enough to break up the white of the egg.

To fry croquettes in a deep fat of 375F.-390F., temperature for two or three minutes sounds like a lot of work to some homemakers. Croquettes will appear in the menu more frequently when one realizes they can be baked with butter or margarine and baked 45 minutes, or until lightly browned, in a 400F. oven.

### Much To-Do Over Fashions; One Designer Creates Unique Scarf

It's getting so there's as much to-do over Spring Fashions as there is over the opening of the National Flower Show.

Perhaps the most unusual of all Spring what-nots was a scarf shown recently by Brooke Cadwalader, the famous scarf designer. Called the Strata Star, this newest in scarves is a make-believe newspaper dated April 1, 1949. Printed on a water-cotton, this futuristic item is designed to be used around your neck in fair weather, or spread over the head in the rain.

On the front page there are two pictures: one of the Martin Ambassador to the U. S., as he steps from his rocket upon arrival to this planet. The other a picture of a French actress recently arrived from Unleurope via jet plane.

Samples of front page headlines are: "Scientists perfect New Eight-Course Dinner Pill, One Pill Instead of Eight as Before." Another: "Exchange Opera Becomes Reality, La Scala Opera House Flown Direct from Milan with Complete Cast on Stage. To Be Suspended Over City for a 'Three Week Engagement'."

Ads on the back page are alluring. One of them suggests a vacation on Mercury—the cost of everything, to be paid in work hours, made up on your return. There was no mention given as to the number of extra work hours such a vacation would cost.

While 'not necessarily a peek into the future, the Strata Star at least is getting this designer some attention.

"Trellis Neckline"

While it's doubtful that this season will see many suburbanites wearing the "slashed to the waist" dresses, some designers seem to have taken a definite interest in the "exposed look."

For instance there is the new "trellis neckline," definitely not for the mouse type, being cut clear to the waist and captivatingly covered by narrow crisscrossing strips of fabric.

The silhouette as one designer sees it is delicate and naturally curved through the torso and shoulders, with a small-as-possible waist emphasized by a belt of fabric or this season's glitzy patent leather (this collection features bronze patent as a change from black) and a skirt with plenty of grace and movement below a slim hipline. Every device to emphasize slenderness is used: skirts have fullness massed at the front, striped fabrics are worked diagonally toward the center-loom to slim you down nicely in the beholder's eye, deep cut necklines

widen out to bare the hollows, beneath the shoulders.

Because this designer can't see any woman happy dragging around a bulky ball gown on a midsummer night, she has kept her evening collection within the limits of the short, baretopped dress with its little takeoff jacket, and the ankle length dress of fragile soft-toned organza or organza this season with intricate tucking for "pattern." These two have photogenic necklines, some with the deep trellis slashes, bare arms or the hint of sleeves and slim skirts often interlaced with intricate tucked patterns.

There is virtually no black in this collection, and even the dark shades of blue and red have a luminous quality. Pinchecked cotton-sullings appear in peacock blue with black. All the honey shades, from the pale gold of garden flowers and orange blossoms to the dark brown of clover honey, are used, and there is a full gamut of violets, greens and roses, including a new tawny pink called Texas Rose. New Moon blue is soft and subdued like a moonstone. There are a number of white-on-white costumes. In fact, some cottons not seen since they made our great-grandfathers' shirts.

Helpful Hints

TORN GLOVES? The simplest way to sew the fingertip of torn or worn-out gloves is to drop one of Junior's marbles into the finger of the glove and use it as you would a darling egg.

When getting carrots, leave about an inch of the green top on the carrot. This will act as a handle for you to grasp and will keep your fingers from getting skinned on the grater... Ever try to remove whole pecan meats from the shell? Quite difficult to keep them from breaking up. Here's the trick that solves the difficulty: Soak the nuts for several hours in a quart of water and 1 tablespoon of salt. The shells will soften up so that you can easily break them by hand... Smart hostesses serve garlic bread along with their special salad or casserole. It tastes as though it's an elaborate preparation but actually it's very simple. Cut a loaf of French or Vienna bread into thick slices but do not cut entirely through into the bottom crust. Mash a clove of garlic until entirely dissolved, then mash this into 3 or 4 tablespoons of butter or margarine. Spread this garlic butter between the slices of bread, then pop the loaf into the

### Spring Wardrobe "Must"



NYLON BLOUSE... coming to the TRIMFIT SHOPS for Spring. Pictured above is one of the wonderful new nylon blouses that need no ironing... just rinse... and it dries in a jiffy. This "WEBER ORIGINAL" in white, pink and blue comes in sizes 32-40 and can be obtained at the four TRIMFIT SHOPS located at 21 Cedar Street and 438 Clinton Avenue, Newark, 805 Stuyvesant Avenue, Union, and 71 South Orange Avenue, South Orange Village.

oven (350-375° F.) until very hot and crispy.

BREAD CRUMBS AND PAPRIKA

Boil the rice in 1 quart of water to which the salt has been added. Cook until soft (about 25 minutes) or if pressure pot is used, follow the recommended timing. Wash peppers, split, remove center core and seeds. Cook in boiling water for about 15 minutes or until tender. Heat the oven to 350°. When the rice has finished cooking, rinse with cold water, drain, and steam over boiling water until dry and fluffy. Mix with the meat and seasoning in a bowl. When the peppers are cooked, stuff them with the rice mixture, top with bread crumbs and paprika, and place in a shallow greased pan to bake for 10 minutes at 350° F.

2 green peppers  
A little bacon fat or butter  
Bread crumbs and paprika

DID YOU KNOW? You can buy an aluminum unit for the broiler which is really grand for broiling small portions such as a single chop. It keeps the stove clean and saves you a lot of work... You can put one or several flowers into a water-filled glass jar with a screw-on plastic cap, and get the most surprising effect? The globe magnifies the size and intensifies the color and beauty of the flowers. They'll stay fresh much longer when kept this way, too.

Simple Stuffed Peppers  
¾ cup rice ¼ teaspoon salt  
1 can chopped meat (baby or junior food)  
Salt, pepper, garlic-salt  
¼ teaspoon curry powder

### Footwear Designed for Spring



THE NEW COLORS in shades of navy, grey, cocoa and green amply supplement perennial black in the new footwear. Many new patterns and styles have made their appearance to glorify the Spring Footwear. Illustrated is a pump with London tan forepart, skillfully blended with wheat linen. The Spirit of Spring is reflected in the collection of beautiful footwear now being presented by Harrison Brothers of East Orange and Montclair.

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**Fly-away Jackets Spring News**



THE NEWS THIS SPRING is fly-away jackets. This crisp white linen jacket juts prettily with its buttons down the back accenting the swing of it. It makes a white frosted costume over the crisp black linen dress. From the Dress Salon, L. Bamberger's, Newark.

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**Spring Greens Deserve Top Preference on Shopping List**

There's plenty of reason why greens should receive preference on your shopping list these days. Fresh spring greens provide a tonic for jaded appetites. They are easily obtainable, and inexpensive. What's more, they are chock full of vitamins and minerals, says your home agent.

Good quality kale is usually clean and has a fresh appearance, dark green or bluish-green in color. If properly cooked, it is a perfect accompaniment for lunch or supper. This means that the flavor should be delicate, the texture tender, yet, firm enough to chew, and the color a pleasant green. Trim off wilted leaves and tough portions, wash thoroughly under running water or in several changes-of-water. Cook in boiling, salted water, in a tightly covered saucepan for about 25 minutes. Season the greens and turn into a hot dish and serve at once, either plain or dressed with butter. For variation, try adding a bit of lemon juice and grated onion. It's good too, when you're cooking kale, to add bits of diced bacon and some diced onion.

A recipe almost certain to win the family's approval is kale, southern style, recommended by the home economist of the Regional Marketing Office of the United States Department of Agriculture:

**Kale, Southern Style**  
2 pounds kale  
1/4 cup butter or substitute  
2 eggs, hard cooked  
2 tablespoons pimiento, chopped fine

Trim and wash the kale thoroughly. Cook in boiling, salted water until tender (20 to 25 minutes). Drain and chop. Add butter or substitute and cook 2 to 3 minutes longer, stirring frequently. Slice one of the hard-cooked eggs. Add it and the finely chopped pimiento to the kale. Slice the other egg and arrange as a garnish.

In the middle of the 19th century the passenger pigeon outnumbered any other kind of bird on the North American continent.

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**Handmade Oriental Rugs May Be Vacuumed Safely, Expert Says**

New Jersey homemakers who own handmade oriental rugs have been asking about the best method to clean these rugs, according to Mrs. Doris Anderson, extension specialist in home management at Rutgers University.

Should a vacuum cleaner be used or is this too vigorous a method for these rugs?

According to the best knowledge available, says the State University specialist, vacuuming does not

harm an oriental. Some homemakers have been afraid that the wool pile in the oriental would be loosened by the action of the cleaner. Actually, the way in which wool tufts are attached to the back of oriental rugs makes it even more difficult to pull them out than it is to pull out such tufts from a domestic machine-made carpet. The pile tufted yarns in an oriental are twisted around the warp and weft yarn in such a way that they virtually form a knot. In contrast, most machine-made rugs have a T-shaped tuft held in by one cross-wise yarn.

By using a vacuum cleaner to remove the dirt from any rug, including an oriental, you are eliminating the chance for dirt to accumulate in the depth of the fabric. Grit and other ordinary soil which are tracked onto carpets have a tendency to cut the fibers. Consequently, the more completely this dirt is removed, the longer the rug will last.

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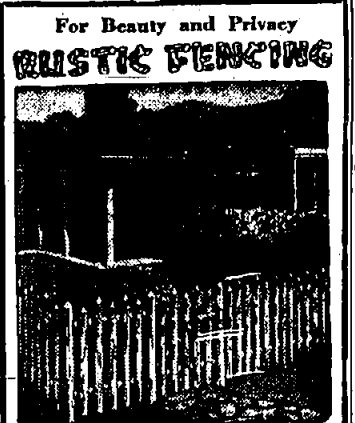
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## Suburban Gardening

### 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. The first sowing should be made just as soon as the garden soil can be readied. We usually have a few warm days during the second half of this month at which time the soil can be forked over for a row or two of peas. Old time gardeners always tried to get their peas sown on St. Patrick's Day. However avoid planting in wet soggy ground for the seed of the fine varieties is wrinkled and will tend to rot in cold wet soil. The smooth seeded varieties will not decay so easily but they are not of a high quality.

**Grow Home 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 57 days, or the new dwarf Greater Progress growing only 18 inches high and yielding 1/2-inch pods in 62 days. The latter will require no brush or other support. For freezing there is none better than the new Freezation which is a blunt or square-ended improvement on the old Thomas Laxton with 3/4-inch pods on husky 3 foot vines. All of these varieties are sweet, of unexcelled quality and easily obtained from any reliable seedsmen. There is no reason for growing peas of inferior varieties.

The seed should be sown in rich fertile soil, about 2 inches apart and covered with 2 inches of soil. If the soil at the time of sowing is dry enough to work properly it is well to thoroughly mix 5 pounds of Agricor or other good fertilizer to 100 feet of row. This feeding may be delayed however and later applied between the rows, raked in and watered. Some gardeners like to sow peas in double rows, about 6 inches apart. By this method the vines grow into one another and help to keep them off the ground. Garden peas will stand quite low temperatures and respond to lots of water provided the soil is porous and not soggy. Try some this year, you get quite a kick out of a successful crop.

**Time to Sow Sweet Peas**  
One of the most delightful flowers to grow in your garden is the Sweet Pea. Quite easy to grow, they will provide beautiful cut flowers for late spring and early summer enjoyment in your home. Sweet Peas are delicately fragrant, charming in form and come in a superb range of colors. In the garden they bloom after the spring flowers are over and before the summer annuals begin.

**Time of Planting Important**  
Most of us like Sweet Peas and perhaps have tried them without the expected result. To grow them successfully we must realize that they are cool weather plants and will not thrive in the heat of late June and July. If we plant the seed in the warm spring days of late April and May our effort will be doomed to failure. Usually we have a few nice warm days in late March. That's the time to get the seed in the ground, if the soil is reasonably workable. The seed are round and smooth and do not rot in cold wet soil like so many other seeds. Perhaps the best strain to grow is the Early Flowering Spencer as it requires the shortest time to come to full bloom. A newly developed strain called the Spring Flowering or Cutthroat Sweet Pea shows marked resistance to damage by warm weather and for this reason is well worth trying.

It is best to dig a trench, fork deep, and well enrich the bottom soil with rotted manure or fertilizer, for Sweet Peas have big appetites. They develop large root systems to support the vigorous vine growth. If the soil tends to be acid, work in some lime as the soil should be on the alkaline side. If your soil is heavy, work in some sand as it must be well drained. Back fill the trench and plant the seeds two inches deep and from four to six inches apart. After the plants appear, keep posted on weather forecasts and if frost is predicted provide temporary covering such as newspaper. Sweet Peas must have a sunny location and ample water during dry spells. They respond to liberal amounts of liquid manure and an application of nitrate of soda.

As the plants are truly vines they must have some form of support on which to grow. When the seedlings first appear firmly stake in points, branches of brush such as birch. The vines stretched between posts, one high and one low, with heavy twine run up and down gives excellent support or you can use chicken wire. Never allow the flowers to fade on the plant and go to seed as this will reduce the number of blossoms produced. The culture of Sweet Peas is of course not as simple as growing the summer annuals such as Marigolds, Petunias and Zinnias. The reward, however, is greater. Well grown Sweet Peas in your garden will provide a wealth of exquisitely formed, fragrant, colorful flowers that will be remembered as one of the high lights of your garden experience.

**About Seed Catalogs**  
The modern good seed catalog is far more than a mere listing or description of the seed varieties offered. It contains endless information and suggestions for your benefit. For your success depends on the seedman's success. Some catalogs include seed planting charts which give sowing dates, space-between-rows, depth of planting and other pertinent facts. Keep these handy for you can quickly get the help you'll need when seeding your vegetable or flower garden. And you'll avoid blunders and disappointments.

See the Flower Show  
We, in this section are indeed fortunate in having the world's finest Flower Show at our doorstep. Here is a display of beauty almost beyond description. You will enjoy your visit and widen your garden interest. There is still time to see the New York Flower Show at Grand Central Palace.

### Put Birds to Work To Destroy Pesky Garden Insects

Get the birds to work for you this spring. They will destroy destructive insect pests that infest trees, shrubs and plants.  
Birds are an economic help in your yard. But first they must be attracted to your garden and doorstep by the planting of berry-bearing trees and shrubs, according to Orville W. Spicer, president of the Bartlett Tree Expert Company.

Home owners have expressed alarm that bird life seems to be disappearing. Provide them natural food, give them a place to nest and protect them and they will return and be companionable.  
You can choose your bird friends by selecting the trees and shrubs upon which they feed and in which they prefer to nest. Orioles nest principally in elms and apple trees. Robins like a tree near a home, often a maple, evergreen or a flowering crab apple. Hummingbirds are fond of flowering quinces. A mulberry tree with its luscious fruit will attract many species of birds.  
A year-round bird population can be built up by planting these trees and shrubs: all types of flowering shrubs, the alders, mountain ash, American hazelnut, bayberry, barwood, black chokeberry, grey dogwood, snowberry, the Winter-berry, Russian olive, yew, juniper, vitaminum and California privet.  
Many a home owner who attracts birds to his yard develops bird watching as a hobby. A housewife has chased humdrum from her life by keeping one eye on the housework and watching birds in her backyard with the other. A wheel-chair cripple has become an authority on hummingbirds, simply observing them at home. Birds repay you in song, friendship and in destroying pests.



The mild winter has been encouraging to grass. There has been little hawking, so far, as a result of alternate freezing and thawing. On the banks facing south, grass has been green all winter and even on more level spots it has greened up.

The Department of Field Crops at Rutgers University which includes lawns in its activities, recommends early fertilization to keep a lawn in good condition. The first step is to have the soil tested to see if lime is needed.  
Every two or three years usually is often enough. If the test shows the lawn is lime deficient, lime can be applied at any time now, especially if you use pulverized limestone.

Each spring, a complete fertilizer should be applied. The reason for putting it on now is to make sure that the grass plants have mineral food materials to use just as soon as they start growth. One of the steps in grass control is to make conditions suitable for early, vigorous growth of the desirable grasses.

Use a complete garden fertilizer with an analysis of 5-10-5, 4-12-4, 7-7-7 or thereabouts. These materials contain quickly available nitrogen, phosphorous and potash and this means that the plants can make use of them at once. The stimulation to active growth means early growth before the crab grass can start. This helps to fill up the soil with good grasses so there'll be no room for crabgrass.  
Use the complete fertilizer at the rate of 2 1/2 pounds to 100 square feet of lawn area. It can be spread even when there is a little frost in the ground if the lawn is fairly level.

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### Sow Large Flower Seeds Where Plant Is to Stand



Sow several seeds to insure a sturdy plant. If excess plants develop, they can be moved.

When flower seeds large enough to handle are sown directly in the garden, place them exactly where you want the plants to stand, so the sturdiest seedlings may mature without experiencing the shock of transplanting.  
Sow three to five seeds to produce each plant desired. This will insure against failure of the seedlings from the disease and accidents which beset young plants. If several survive to the stage of vigorous youth, the excess plants may be considered as a bonus, and be removed to other locations.

The method to be followed in this kind of sowing should be the same that is used for sowing vegetables in hills.  
Scoop out a shallow depression, and mix with the soil at its bottom a teaspoonful of balanced plant food; covering this with fresh soil so that the hole is nearly filled. Then sow the flower seeds, and cover lightly with porous top soil, or specially prepared covering soil. Mark the spot with a stake, so you will not disturb it with cultivating tools before the seeds sprout.

With flower seeds, even more than with vegetables, the depth to which they are covered, and the light, porous character of the soil

that covers them, are of vital importance.  
The rule as to depth is that seeds be covered four times their diameter. This is obviously too precise for practical use, since some seeds are so tiny it would take a micrometer to determine the sowing depth.

There is no need for such precision, but the practical way to proceed is merely to press the tiniest seeds into fine soil and sprinkle just enough earth over them to cover; while larger seeds are placed deeper, in the proportion indicated by the rule.  
This covering soil is more important than the soil below the seeds. If your garden has much clay, and you have a limited amount of humus, the best place for it is over the seeds. The main point is to prevent a crust from forming, and it will pay in many cases to prepare a special soil for covering. Mix a third of your best top soil, passed through a sieve, with a third coarse sand, and as much peat moss, or humus from the compost pile.

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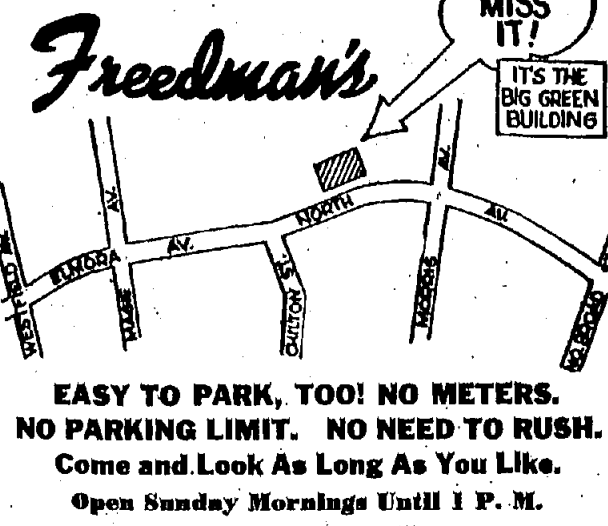
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**Video Presents Parental Problem**

By JOHN OOAD

We recently became interested in the implications of an incidental bit of intelligence given us by the publicity department of a major television network.

The intelligence, in the form of a publicity release, told of two viewers of this network's programs who became so engrossed in the antics on the video screen that they forgot all about the coffee brewing on their kitchen stove. The coffee, as is the habit of that beverage when left unattended, boiled over extinguishing the flame. Fortunately, the release added, it was discovered before any damage was done beyond the loss of one coffee pot.

With the rapid strides made recently in television, parents and schoolmen in this area are apparently becoming increasingly concerned with the effect this new media of entertainment is having or may have, not on coffee pots, but on the younger fry of the suburban area.

Seem More Tired

Frank Groff, principal of South Mountain School, South Orange is a typical example of a concerned educator. Last week he reported that many children in his school, this year, seemed more excitable, more tired and evidenced less interest in reading than formerly. He was inclined to believe these not entirely happy characteristics could be attributed to television.

Another principal, who asked to remain anonymous, claimed that in recent months any number of parents had come to him, asking the school to set up some standard of television viewing hours for children.

"Television," this principal said, "was thrust so suddenly on the public that many parents were unaware of the problems this new media of communication would involve. Consequently, they are now without any plan for its use by their children."

"I wouldn't doubt that many of them would think more carefully about purchasing a new set if they had it to do over again," he added.

According to the principals, parents report difficulty getting their children to bed—once a television set has been installed in the home. Others complain that their children fail to show up at the appointed dinner hour. Usually they can be found at a neighbor's house—watching television. And at least one parent has reported his child now refuses to eat dinner at the table. Rather, this youngster insists on consuming his dinner before the video set.

How to Use It?

Also on the list of problems, but not yet conclusively answered, is what effect video has on the eyes of young televisioners. One high school student stated he felt that he could account for the visual defects of two of his students, recently tested, on the fact that television sets had recently been brought in their homes.

The problem, as expressed by schoolmen, however, is not television per se, but the use that shall be made of it.

"It's wonderful for parents," Mr. Groff stated, "while children are watching television the house is sure to remain intact. The kids are quiet and well-mannered—no trouble at all to the housewife." But the matter that concerns this educator, he said, "is the amount of time this form of entertainment is taking out of the children's lives."

"They are losing their desire to get outside" he said. "Television is a substitute for playtime, blocking



MANY EDUCATORS as well as parents in this area are concerned over the effect of television on suburban youngsters. The main problem, they say, is to regulate viewing times so that video does not interfere with the child's normal school and home life.

a normal release of energies. With little effort on their part, video engrosses them completely and for long stretches at a time."

This fact, he recalled, once led him to remark to a television executive that video would raise a generation of non-readers. Unless something is done by parents, he thinks this may be about right.

Took Survey

Mr. Groff recently took a survey in his school. He found that almost half of the fifth and sixth graders had television sets in their homes. Better than eighty per cent of the children saw at least one television show a week, either at their own home, or at the home of a friend. The majority of those with sets said they were allowed to watch shows after dinner.

According to educators, it's this business of letting little tots watch shows after supper that is the cause of tiredness. The shows, they say, often of a stimulating nature (Westerns for instance) prevent the youngsters from falling to sleep when they finally do reach bed.

Groff pointed out that recently one second grade teacher reported her children unusually tired at 11:30 in the morning. An inquiry revealed 1/3 of the class had been allowed to stay up to watch a popular late evening video show.

Mrs. A. H. Boyle, psychologist for the Summit Schools said, "It's a parent problem."

"In homes which already have well set up codes of family conduct there usually is little problem with television. But in homes which haven't prepared for this eventuality there often is considerable difficulty," she claimed.

One parent she knew had set up a rule that there would be no television during the day when the youngsters should be outside. Another put the television set in the dining room where it wouldn't interfere with family living. Still another, an electrical engineer, took a different approach. He explained to his child that video tubes were expensive and would last for only so long. From this the child reasoned he must select programs and

periods of watching which would give the greatest amount of enjoyment for the longest possible time.

Regulations Undermined

But many parents, according to Groff, feel that their regulations are undermined by the non-regulations or different regulations of their neighbors. Some, he said, seem to desire some sort of neighborhood conformity on viewing times, making it easier for individual discipline.

One Principal Summed It Up:

"Television is a novelty now and the newness may wear off in a few years. In the meantime it's pretty tough on the parents. The basic problem of handling this new, absorbing entertainment will be up to them. In doing so they must realize television habits are not radio habits. When you turn on a television set there is only one thing you can do with it—that's stay put and look at it. And many youngsters will stay there all day if you let them."

In short, the incident of the coffee pot shouldn't occur.

Meal on the House If One Second Late

A 6-85 Quickie means a five-minute 55-cent breakfast at Philadelphia's Penn Sheraton Hotel. If the waitress is one second late with the orange juice, cereal, roll and coffee, the meal is on the house, says Pathfinder news magazine.

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## Report on Our Municipal Governments

**Editor's Note:** Below is one of a series of articles discussing the recently submitted report of the New Jersey Commission on Municipal Government. Other articles in the series will appear weekly in this newspaper. They will discuss the Commission's program to strengthen municipal government structure and operation.

the proposals and urging their legislators to support them. This and subsequent articles to appear in this newspaper will help

acquaint readers with the Commission's report. Copies of an official summary of the report may be secured by writing the Commission on Municipal Government, 20 Nassau street, Princeton, N. J.

### Piece of Mind

(Continued from Page 7)  
the best I could. Now the rest is up to you".  
I suppose it's a good thing that woman thus conceives her duty to

society, civilization, and woman-kind in general. But I still can't help wishing—well, "that way madness lies!" At least, let's remember that a boy is naturally a pretty wild, untamed thing, with all the virtues of the animal as well as its inconveniences. In the unavoidable process of taming him, let's try to change him gradually, and never run the danger of breaking his spirit or making him ashamed of what he can not help being by nature.

### To Teach Conservation Practices This Summer

A new awareness of the need for teaching and understanding good conservation practices in the State has prompted special Conservation Education Workshops at Trenton State Teachers College during the coming summer.  
The Workshops are open to all teachers in New Jersey but registration in each session is limited to 25.

New Jersey's total mileage of roads and streets is 27,987 miles.

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By The New Jersey Citizens Committee on Municipal Government

Like many a family automobile which has been too long in service, home town government in some of our municipalities needs overhauling.

Governor Driscoll recognized this in his First Annual Message to the Legislature in 1948. He pointed out that in local government today "we find little has been done to adapt it to modern needs and progressive thinking."

On the Governor's recommendation, the 1948 Legislature unanimously voted to create a Commission of Municipal Government. The Commission was given the job of finding what's wrong with local government and "suggesting in what respects the laws of New Jersey might be changed to provide fullest opportunity for local self-government consistent with the interests of the State as a whole."

Named to the Commission were: Bayard H. Faulkner, chairman, Montclair; Senator Edward J. O'Mara, vice-chairman, Jersey City; Assemblyman Frank Cozzolino, Newark; William W. Evans, Paterson; Mrs. W. E. Helz, Bridgewater; former Senator Arthur W. Lewis, Riverton; Charles W. McKeever, Penns Grove; John F. Ward, Palmyra, and Assemblyman William B. Winall, Saddle River.

The Commission of nine citizens, serving without pay, has been at work for more than a year. Its examination has been completed. Its recommendation for more modern, efficient home-town government in New Jersey are contained in a 120-page report. This has been submitted to the Governor and is now before the Legislature for study and action.

The recommendations show how local governments may be made more business-like. Citizens can reap large dividends by studying

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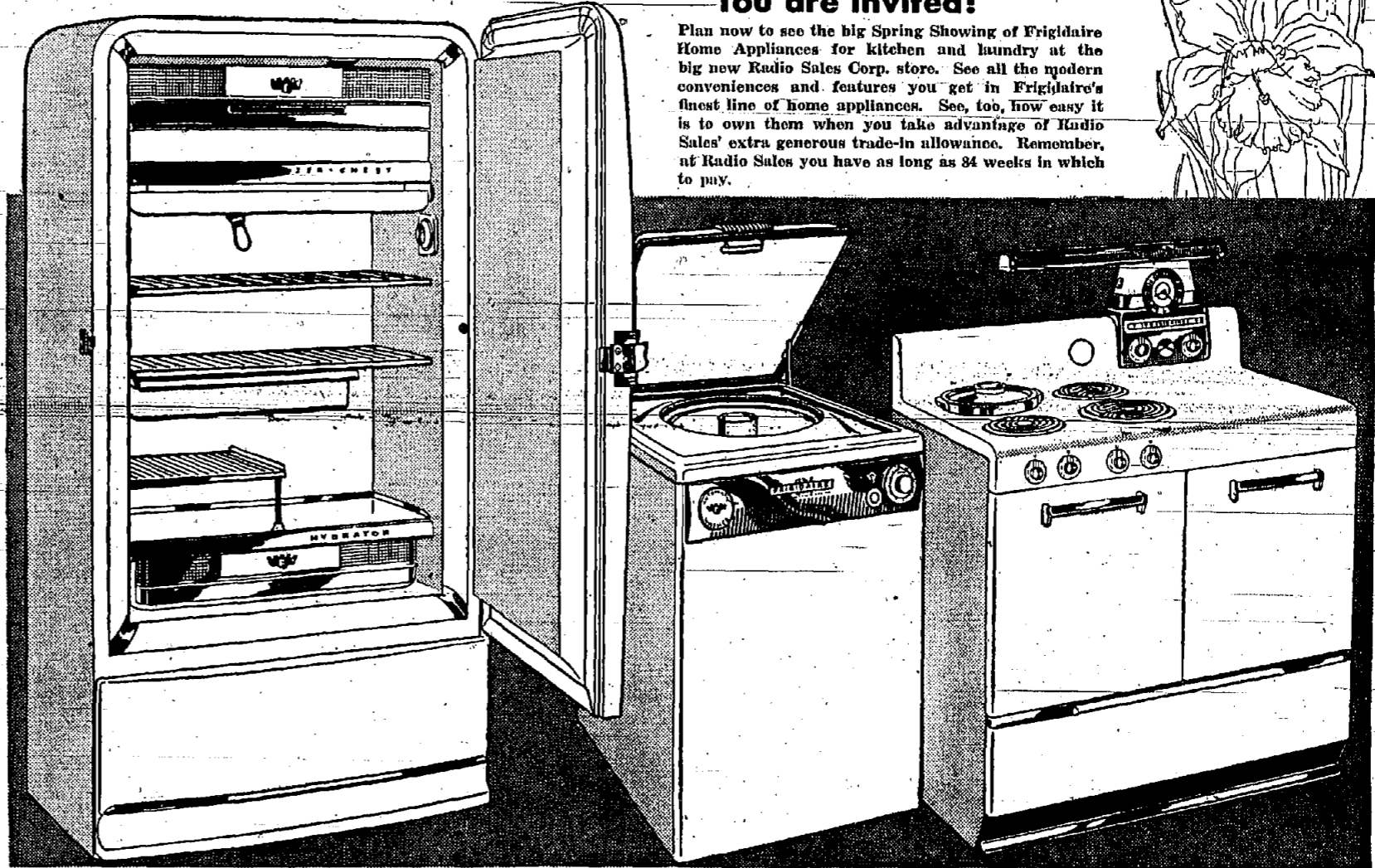
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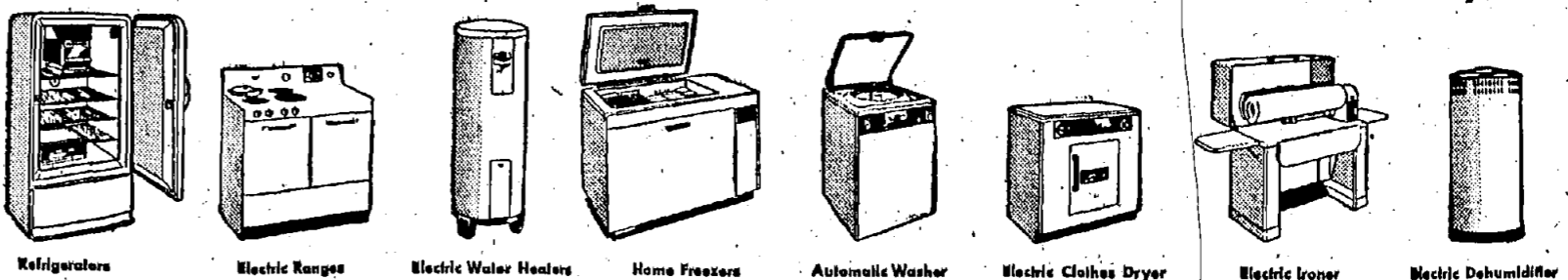
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