





**Publisher — SAM O. SAROKIN**  
 Associate Publisher & Editor — JULIAN SAROKIN

**TELEPHONES:**  
 Millburn 6-5000    Millburn 6-5001    Millburn 6-7444  
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**THURSDAY, JUNE 30, 1955**

Some of Springfield's pioneers—the early settlers still clinging to the rapidly disappearing hope that the Township will remain "an oasis for jangled nerves."

However, recent events have dispelled any such ideas and Springfield finds itself a throbbing, bustling community with a very successful celebration in commemoration of the 175th anniversary of the Battle of Springfield and the dedication ceremonies for the grand opening of a brand new shopping center all coming within the week.

The Battle of Springfield celebration made history— attracted attention from all parts of the state and nation— and great credit is due the committee and all those public-spirited citizens who played a part in the very ambitious program to celebrate the event.

Yesterday the General Greene Shopping Center officially became a part of the Township's rapidly growing business potential with the opening of the new Grand Union super market, one of the big units in the group. Last week the J. J. Newberry Company, Park Drugs, Morey La Rue Laundry and Mae Moon Shops staged grand openings but yesterday's ribbon-cutting ceremonies at the Grand Union modern store made the shopping center opening complete.

Constructing a shopping center appears to be the result of a very simple idea and, in these days of free enterprise, we wonder why it wasn't done before. Certainly the signs pointed to the unmistakable fact that Springfield was rapidly growing and it was well located for such a project as a shopping center.

All it needed was vision, courage, foresight, tenacity, faith, confidence, fortitude, a lot of "know how" and MONEY. The man who gave birth to the idea—the one who saw visions of thousands of shoppers being attracted to Springfield—was Nicholas Angleton. It was his business acumen, his ability, his talent, his aptitude, his knowledge of proper real-estate values and his money that really made the shopping center.

Mr. Angleton found that other interests, scattered throughout the state, diverted some of his attention, and a long, overdue and well earned pleasure trip abroad, changed the operation and promotion of the shopping center project. That brought Max J. Levine, well known builder and developer of shopping centers, into the picture, who purchased the entire package from Mr. Angleton, and things immediately began to happen.

Mr. Levine picked up all loose ends, overcame many obstacles, but soon the buildings began to take form and today Springfield can boast of one of the finest shopping centers in this area. He has an efficient organization and, despite some very discouraging production bottle-necks, sudden changes and delayed necessary material, the job is completed and a great credit to all those who made the dream come true.

But the man who had vision—who saw the potential—the possibilities—the man who always said a shopping center in the heart of Springfield would be sensational—the man who risked his money and his talents—the man who had, and still has, great faith in the future of Springfield is Nicholas Angleton.

Even though it was Max Levine who brought this dream, this idea to fruition—"Nick" Angleton has well earned credit for getting the wheels in motion. Even he was amazed at the mad crush of potential shoppers coming to the booming new shopping center.

It will stand as a monument to both "Nick" Angleton and Max Levine. Angleton, right now, is the biggest taxpayer in Springfield with his Short Hills Village and General Greene Village. He has also made application for approval of a plan for constructing approximately 350 to 400 family units in the quarry property he recently purchased. When that modern, high class apartment project is finished Angleton's tax check to Springfield should be something to behold.

When the real story of "mission accomplished" is told concerning the Battle of Springfield celebration, the name of "Bill" Jensen will be bursting from every page. One couldn't look in any direction during the planning days without seeing Jensen, in his Town Crier's costume, and his two



**REBBIEN CUTTING CEREMONIES**—Officials shown just before the doors were opened to the new J. J. Newberry department store in the General Greene Shopping Center. Reading in the usual order, left to right, J. E. Nelson, President of J. J. Newberry Company; Mayor Albert G. Binder about to cut the ribbon; Radio Announcer Bob Green of WMTR with microphone and Robert Davidson, manager of the Springfield store. Township Committeeman Fredrick A. Handville is to the extreme right.

lovely Colonial ladies, Mrs. Dorothy Reibold and Mrs. Jacqueline Callahan.

They stopped traffic in Summit as the Town Crier gave with the "Hear Ye!" They appeared in all surrounding communities, they were nearly taken away when Times Square stood still as they made their way into the Hotel Astor and they sat through a stuffy evening in Steve Allen's television program waiting to be called before the mike. If you looked at the pillory and stock especially constructed on the shopping center parking lot, you might have found Jensen posing for photographers—all in the name of publicizing the historic program in Springfield.

It was his voice that narrated the Miracle At Springfield in the very successful pageant on the high school-green last Thursday evening, he was in the parade, he attended the dedication of the marker by the Springfield Historical Society on Sunday—Jensen was everywhere and the youngsters who complain about being tired and weary—should ask Bill Jensen how he keeps up that terrific pace.

Also—his own livelihood, his own interests must have been pushed to one side because it doesn't mean a thing to Bill financially. In fact, it doesn't leave any time for anything else. But Jensen is that kind of a fellow—civic spirit and awareness of public good will mean more to him than any worthy cause, he will forget everything else to see that the job is done—and well done.

**CHURCH SERVICES**

Union Community Services with the Methodist Church will be held in the Presbyterian Church during the months of July and August. Rev. Marvin Green will preach during the month of July.

**MOUNTAINSIDE UNION CHAPEL**  
 Sunday, July 3, 9:45 a.m.—Sunday School for all age groups from Nursery through Adult classes.  
 11:00 a.m.—Morning Worship Service—Rev. Milton P. Acker will bring the message "Jesus and Divorce." Holy Communion will be observed at this service.  
 Junior Church for children from the first through the sixth grades will be conducted by Mr. Lee Davis. Adequate supervision will be provided.

**First Church of Christ, Scientist**  
 292 Springfield Avenue, Summit, N. J.  
 A branch of THE MOTHER CHURCH—THE FIRST CHURCH OF CHRIST—SCIENTIST IN EPHRAIM, MASS.  
 Sunday Service at 11:00 A.M.  
 Wednesday Testimonial Meeting 8:15 P.M.  
 Reading Room, 349 Springfield Ave. Open daily 10 to 4:30 except Sundays and Holidays; also Friday evenings 1:30 to 9:30 and after the Wednesday meeting.

9:45 a.m.—Church School, Bible Class and Nursery.  
 11 a.m.—Morning Prayer and Sermon.  
 11 a.m.—Holy Communion, last Sunday each month.

**FIRST BAPTIST CHURCH**  
 Colonial Ave. and Thoreau Ter. Union, N. J.  
 Rev. Kenneth A. Dalton, Minister  
 Friday, July 1, 1:30 p.m.—Board of Benevolent meetings.

Sunday, July 3, 9:45 a.m.—Church School. A church school bus is provided for all who wish to attend the Church School on Sunday-mornings but need a means of transportation. For information or reservations call 147-8474.

# MOREY LA RUE SPECIALS!

Only Nine Days Left

**OPENING SPECIALS TO JULY 9th**  
**DRY CLEANING SPECIALS**

**PLAIN DRESSES 89c**

**MEN'S SUITS**

**LAUNDRY SPECIALS**  
 Reg. 23¢ each **3 for 59c**

**SHIRTS**

**CANDLEWICK OR CHENILLE BEDSPREADS . . . 33c ea.**

**PILLOWS . . . 79c ea.**  
 Reg. \$1.00

**BLANKETS . . . \$1.00**

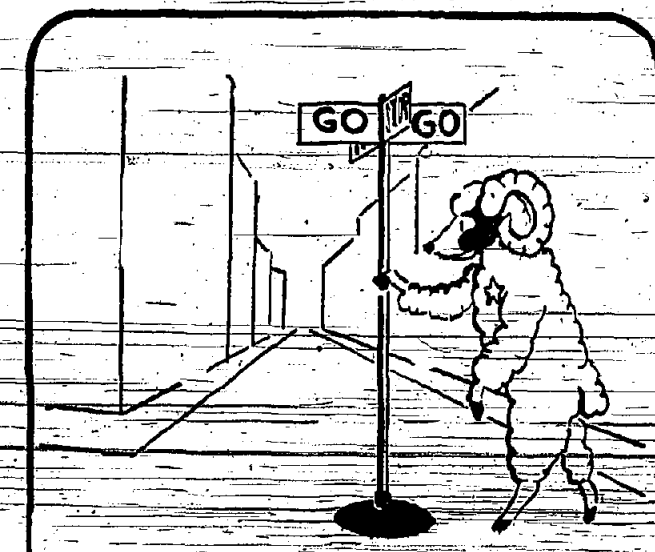
MILLBURN 6-2344



GENERAL GREENE SHOPPING CENTER, SPRINGFIELD  
**RUG CLEANING      DRY CLEANING**  
**LAUNDRY              FUR STORAGE**

**SNO-WHITE**  
 Salt Sextet . . . Six individual shakers in a carton. So handy in a 100 ways.

Featured at **SAFEWAY**



**HOLIDAYS AHEAD... Drive Safely!**

The July 4th week-end can be a time for good fun, and relaxation. Let's keep it a happy holiday. Drive safely. Not only safe for yourself but safe for the other fellow. He has a family of loved ones, as you have. So let's all go and come back, without regrets.

But before you go, it might be a good idea to let WOOLLEY check your heating system just to make sure things are O.K.

Lots of people do that, and more should. It's one of the many WOOLLEY services to help make your holiday all the nicer.

So call WOOLLEY — and relax

**WOOLLEY** Since 1911 "The Bell in Fuel"  
 COAL CO., INC.    Maplewood, N. J.    Phone: SQ 2-7400  
 FUEL OIL • COAL • HEATING EQUIPMENT  
 "Your Comfort is Our Business"

**extension phones cost only 75¢**

**A MONTH EACH [OR LESS]**

... but they're worth much more to you

Give greater privacy. You make and receive personal calls alone.

Make answering so easy. You save time... save steps... miss fewer calls, too.

Offer extra protection. In case of emergency, your telephone is always near.

ORDER NOW! Simply call your Telephone Business Office

NEW JERSEY BELL TELEPHONE COMPANY

# Hi Neighbor!!

NEWS AND TIDBITS ABOUT YOUR FRIENDS & NEIGHBORS. If You Have Any News Call . . .

MILLBURN 6-4502



LORRIE LEWIS

David Stromeier of 217 Lelak avenue was three years old on June 24 and the merrymakers at his birthday party were his brothers—Billy and Robert, Mark Dubrow, David and Martin Magid, Marcy Barg, Margery and Bobby Wemischner, Susan and Debby Seagull, Lisa and Terry Warman, Shirley Wejnberg, Jody Cohen, and Karen and Alan Schtanger.

at 31 Archbridge lane are Elsie and Jack Zagar and their sons Richard (Ricki) age 9 and Steven (Buzzie) age 12. The Zegars moved here from Elizabeth where Mr. Zegar owns Jay's Hairdressers.

David Freedman of 401 Milltown road is visiting with his grandparents, Mr. and Mrs. J. Cohen of Lakewood, N. J. (formerly of Springfield).

Springfield can be proud of its newest, glamour girl, 18 year old Margaret Stasik of 5 Prospect place. Margaret has just been accepted as a Gae Foster Rockyette. After a training period, she will leave on July 21 for a 14 week tour of the U. S. and Canada including an engagement at the Steel Pier in Atlantic City. Margaret is a student at Bunny Sobin's School of the Dance in Springfield.

Early one Lyons place is now the new address of Mr. and Mrs. Lawrence T. Sturges and their children Paul age 4 and Martha age 2 1/2. Mr. Sturges is a supervisor for the Acme Markets.

A third daughter Carolyn Anne, was born on June 17 to Mr. and Mrs. John Joseph Betz, Jr. of 19 Hillside avenue. Her sisters are Janet Patricia age 4 and Suzanne age 2.

It's a boy for Mr. and Mrs. George Wesley Pultz, Jr. of 404 Mountain avenue. Ronald Joseph was born at Overlook Hospital on June 7 weighing 8 lbs. 2 oz. He has a brother, George Wesley III, age 4 1/2 and a sister Caroline, age 3.

Douglas Hall, son of Mr. and Mrs. Elliot Hall of 106 Morris avenue, arrived home on Monday from Munich, Germany, where he completed his freshman year at a branch of the University of Maryland in Munich. He plans to complete his education in the U. S. Douglas, a Korean veteran and holder of the Bronze Star, is a graduate of Regional High School.

## Buchholz Married To New York Girl

Bernard Buchholz, son of Mr. and Mrs. Bernard C. Buchholz, 71 South Maple Ave., Springfield, was married Saturday to Miss Audrey Fay Merritt, daughter of Mr. and Mrs. Douglas D. Merritt of Slate Hill, N. Y., in a ceremony in Middletown, N. Y.

The bride is a graduate of Mary Washington College, Fredericksburg, Va., and the groom is a graduate of Drew University, Madison. He is now working toward a doctorate degree in chemistry at the University of Virginia in Charlottesville.

Bruce Geiger of Springfield, was one of the ushers at the wedding.



Mrs. Bernard Buchholz

## Bridal Shower For Miss Clark

A bridal shower was given Monday night for Miss Irene Clark, 1 Dundar road, at the home of Mrs. Frank Caruso, 808 Watchung avenue, Plainfield.

About 40 guests arrived to honor the prospective bride. Miss Clark's wedding is planned for Sept. 10 at St. James Church. She is engaged to Edward Mooney, Jr., of Adamston, N. J.

## 6th Wedding Anniversary

Mr. and Mrs. Stanley Plytynski, 182 Hillside ave., celebrated their 6th wedding anniversary on June 18 at a family dinner.

The Plytynskis moved to Springfield from Jersey City. They have three children—Stanley, Paul 5, Judith 2, and Christina 9 months.

## Case-Roemer Wed Last Thursday

The marriage of Miss Barbara Ann Case, daughter of Mr. and Mrs. Rex R. Case of 4 Ridge drive, Berkeley Heights, to John Hartman Roemer, son of Mr. and Mrs. L. H. Roemer of 7 Park lane, Springfield, took place at Diamond Hill Community Church, Berkeley Heights, on June 23rd with Rev. Robert Carpenter officiating. Reception was held at the bride's home.

Mrs. Roemer attended Bucknell University for a year and is a senior student nurse on leave of absence from East Orange, General Hospital. Her sister, Miss Marjorie Case, was her maid of honor.

Mr. Roemer, a member of Lambda Chi Alpha fraternity, is a chemical engineering graduate from Bucknell University, class of 1935 associated with Du Pont at Niagara Falls. Mr. Kenneth Roberts, a fraternity brother, was best man.

Mr. and Mrs. Roemer will reside at Niagara Falls, N. Y. Happy Anniversary to Emmy and Fred Fischl of 175 Hawthorn avenue who were wed for eight years on June 22.

### Footwear INC.

Women's—Debutantes' NATIONALLY ADVERTISED SHOES.

CANCELLATION PRICES

**1/3 to 1/2 off**

Surplus Factory Stocks  
Reg. 9.95 to 18.95  
Our Prices—6.90 to 10.90  
SIZES 4 TO 10, AAAA TO C.

354 SPRINGFIELD AVE.  
SUMMIT (Opp. Kress)  
Closed Monday during July & August

## FOURTH OF JULY WEEKEND SPECIAL

Friday, Saturday, Sunday, July 1, 2, 3 Only

35 mm. Kodachrome 20 ex. . . . .	reg. 3.25	<b>2-69</b>
620 Color Film . . . . .	reg. 1.98	<b>1-49</b>
8 mm. Color Movie Film . . . . .	reg. 3.95	<b>2-98</b>
8 mm. Color Movie Magazine . . . . .	reg. 4.65	<b>3-89</b>
Healthway Pro Swim Mast . . . . .	reg. 5.95	<b>3-95</b>
Playtex Bathing Caps . . . . .		<b>1-00</b>
U.S. Howland Bathing Caps . . . . .		<b>98¢</b>
Our Own Special Sun Cream		
guaranteed to prevent burning	Large Jar	<b>79¢</b>

## Springfield Pharmacy

"Springfield's Oldest Store"

238 Morris Ave. Millburn 6-5050  
Elliott Lichenslein, Prop. Always Free Delivery

### DISTINCTIVE HAIR STYLING, CUTTING, COLORING & PERMANENT WAVING

Formerly with Chantrey Salon of L. Bamberger & Co.

## MR. ROBERT'S

House of Hair Fashion  
80 Morrison Road  
Springfield  
Millburn 6-4032  
Closed Mondays  
Evenings By Appointment  
Completely Air Conditioned

## Dover Street British Shoes

**9.95** OUR BUSINESS is primarily selling British shoes by mail on direct factory representation at a fraction of their American retail price, saving purchasers several dollars a pair.

For the convenience of local customers who wish to be personally fitted we are open . . .

SATURDAYS 10 A.M. to 2 P.M.  
MAIL-ORDER PRICES PREVAIL

## Steven Williams, Ltd.

40 CHATHAM ROAD, SHORT HILLS, N. J.  
(Opposite Short Hills-Lakewood Station)

LONDON OFFICE: HERRINGWOOD HOUSE, 17 Berkeley Street, LONDON W. 1.

WILLIAM SCHLERETH, PRESIDENT

STYLE No. 500—Genuine White Buck from South African Cape—made with red Micro-cellular soles—30% lighter in weight than regular soles—laboratory tested for long wear—will not slip on wet or dry surfaces.

**DRÖP IN!!** See our complete selection of fine British shoes.

## 10<sup>th</sup> CONSECUTIVE DIVIDEND

For the 6 months' period ending June 30th.

AT **3%**

Open an account NOW!  
Write for signature card.

## HAYES SAVINGS and LOAN ASSOCIATION

955 Broad St., Newark 2, N. J.  
MARKET 3-8683

\* Savings insured up to \$10,000  
\* Save by July 10th, Earn from the 1st.  
\* Legal for trust funds.

## Don't Forget July 5th

OPENING

# MARION'S BEAUTY SALON

Free Advice Gladly Given On Hair Problems

382 Morris Avenue  
Springfield, N. J.  
MILLBURN 6-6153

Air Conditioned  
Free Parking Lot  
Water Softener

## America's happiest birthday!

This July Fourth, America celebrates its 179th birthday. Independence Day. We call it because on this day, in 1776, the thirteen colonies declared themselves a free nation of free men. But should Americans single out any one particular day as Independence Day?

In this great land of liberty, isn't every day Independence Day?

Every day we are free to speak our mind. Every day we are free to read what we want to read. Every day we are free to worship as we want to worship. Every day we live in a land of peace and good will—a land that respects the God-given dignity of each human being. For all our freedoms, for all our blessings, we believe that Americans should be devoutly grateful—not only on America's birthday, but 365 days a year.

## CRESTMONT SAVINGS and LOAN Association

175 MORRIS AVE., SPRINGFIELD Phone MI. 6-5940  
1886 SPRINGFIELD AVE., MAPLEWOOD Phone SO. 25100

Member of the Savings and Loan Foundation, Inc., sponsor of this advertisement in LIFE, SAT. EVE. POST and TIME

# GRAND OPENING

Delightfully Air Conditioned

# MILTON'S LIQUORS

Proudly Announces  
The Opening of Their  
**NEW STORE**  
in the  
**General Greene Shopping Center**

We cordially invite all our friends who have been with us for the last 8 1/2 years at 246 Morris Avenue to come in and visit our new establishment.

The Quality is the Same. The Location is Different.

## MILTON'S LIQUORS

Millburn 6-1621 Prompt Free Delivery

Now open... You are invited

[ JUNE 30, 1955 ]



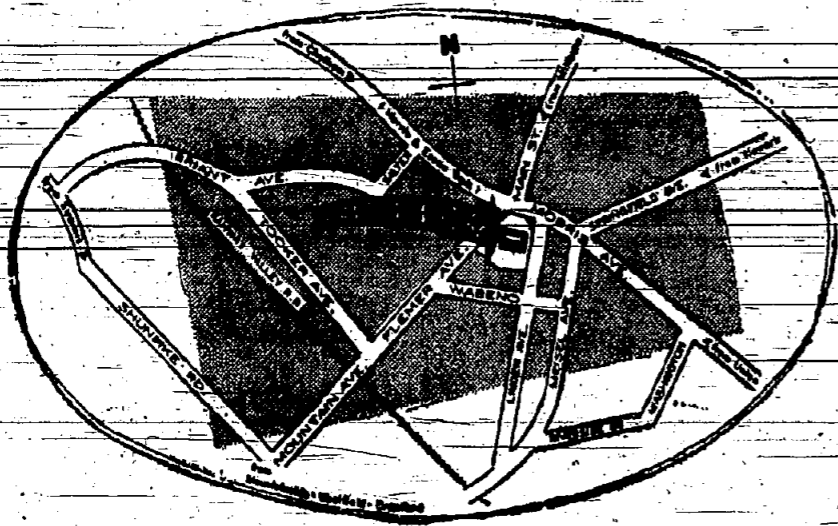
# JOIN THE GRAND PARADE

*Everything you've hoped for*

**QUALITY-SERVICE-VARIETY-SAVINGS**

**PLENTY OF FREE PARKING**

**FRESHPAK—LIGHT MEAT CHUNK STYLE**



**TUNA 2 6 oz. cans 47¢**

**PORK AND BEANS 2 16 oz. cans 25¢**  
Campbell's

**MAYONNAISE qt. 63¢**  
Hellmann's bot.

**BUTTER lb. 61¢**  
FRESHMADE Fresh Creamery



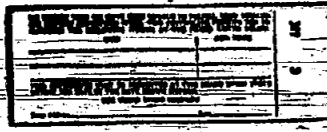
**FREE**

**PERFUME**

FRENCH TYPE  
FLORAL BOUQUET SCENT  
1 DRAM FLAGON OF PERFUME TO EACH LADY VISITING THE STORE THURS., FRI., & SAT., JUNE 30th, JULY 1st & 2nd.



**"RAIN CHECKS"**  
for "OUT-OF-STOCK" features  
• YOU CAN ALWAYS GET ALL ADVERTISED SPECIALS AT GRAND UNION.  
• IF WE ARE EVER OUT OF STOCK ON ANY ADVERTISED SPECIAL, PLEASE ASK OUR SALES LADIES FOR A "RAIN CHECK".  
• YOUR "RAIN CHECK" WILL ENTITLE YOU TO THE SPECIAL ADVERTISING PRICE ON THE ITEM ON YOUR NEXT VISIT TO THE STORE.



**VARIETY**  
Everything you need for convenient, economical everyday living.

**HERSHEY'S CHOCOLATE SYRUP 10¢**  
16 oz. can

With Purchase of 1/2 gallon of FRESHPAK or NANCY LYNN Ice Cream  
NANCY LYNN—ALL FLAVORS  
Ice Cream 1/2 gal. 1.15  
FRESHPAK Ice Cream 1/2 gal. 89¢

Tide's In — Dirt's Out  
**TIDE 69¢**  
qt. pkg.

**GRAND UNION CATSUP 17¢**  
Rich Tomato Flavor 14 oz. bot.

FRANCO AMERICAN — IN TOMATO SAUCE  
**SPAGHETTI 2 15 1/2 oz. cans 25¢**

**HORMEL SPAM 37¢**  
12 oz. can

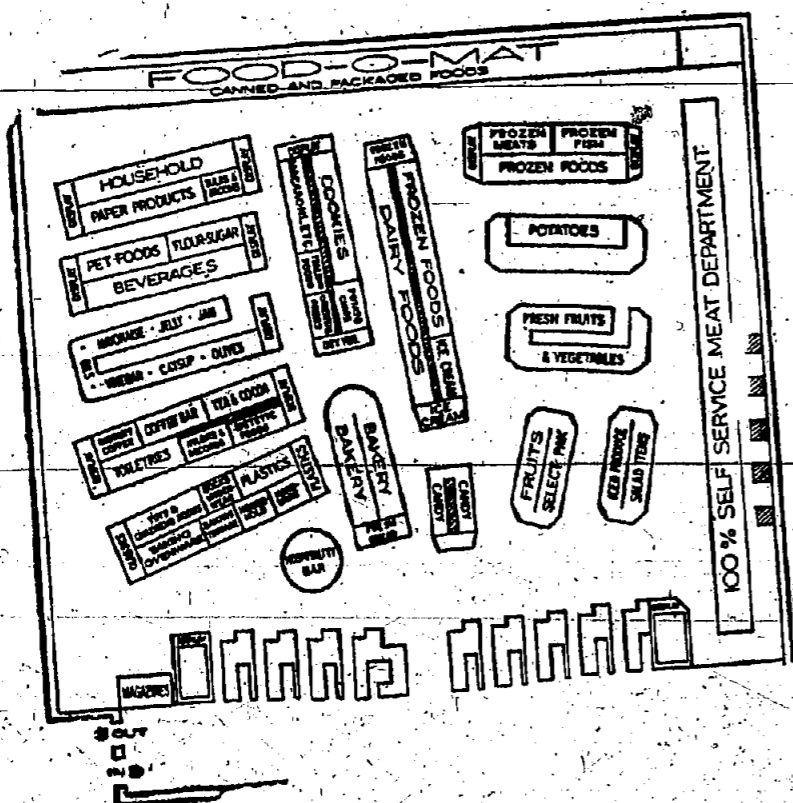
**FRESH FRUITS and VEGETABLES**

**WATERMELON**

Perfect Picnic Treat **6¢** Red Delicious

**BLUEBERRIES** LARGE pt. bskt. 29¢  
**CORN** GOLDEN KERNELS 4 ears 29¢  
**RADISHES** 2 6 oz. cello bags 15¢

**PLUMS** SWEET TASTING lb. 23¢  
**CELERY HEARTS** bch. 19¢  
**COLE SLAW** Ready To Serve 8 oz. cello 12¢



Your money buys more at your Grand Union Store

Now open... Everyone is coming

# TO THE GRAND OPENING AT

GENERAL GREENE SHOPPING CENTER  
MORRIS & FLEMER AVENUES  
SPRINGFIELD, N. J.



FRESH DRESSED—REGULAR TOP QUALITY

# MIDGET TURKEYS

Brand with Turkey or Ham  
Ocean Spray  
Cranberry Sauce  
Strained or Whole 16 oz. can 19¢

Regular Dressed 5 to 9 lbs. lb.

40¢

Ready To Cook 4 to 7 lbs. lb.

50¢

SMALL LEAN—MILD CURE—NO SLICES REMOVED—FULL CUT HALVES

# SMOKED HAM

SHANK HALF lb.

45¢

BUTT HALF lb.

55¢

WHOLE HAM lb.

50¢

BUY A WHOLE HAM FOR THE LONG HOLIDAY WEEKEND

U. S. Choice and Packer's Top Brands — One Price-Top Value

Ribs of Beef Short Cut Regular Style lb. 59¢

The Freezer Buy of the Week

Plan a Real Grill-Time Picnic for The 4th

U.S. Choice and Packers' Top Brands

Hips of Beef Sirloin — Avg. Wgt. 2 1/2-3 lbs. lb. 69¢

Have your steaks custom cut — any thickness — just the way you like them. Talk to your butcher, he will be glad to give you personal special service.

BAKED GOODS

HAMBURGER & FRANKFURTER

ROLLS 2 pkgs. of 8 35¢

ENRICHED FRESHBAKE BREAD loaf 15¢

Melmac UNBREAKABLE DINNERWARE



décorama by Prolon Reg.

SAVE \$1.36

REGULARLY \$2.35

You need this unit to make a complete glass setting. These pieces that will be used at every meal. Three colors: Calross Red, Bronze Gray, or Princess Yellow.

3 PIECE SET ONLY 99¢

Also-3 piece Starter Set-Reg. 3.20 1.29

Kingan Brand — Ready to Serve — Boneless

Canned Hams No Waste lb. 79¢

GRILL-TIME—PICNIC TIME FEATURES

HYGRADE HONEY BRAND

Sliced Bacon MILD CURE lb. 69¢

HYGRADE—ALL-BEEF

Frankfurters NATURAL-CASING lb. 69¢

HYGRADE—VACUUM PACKAGE—YOUR CHOICE

Assorted Loaves 6 oz. pkg. 25¢

FRESH FLORIDA

Shrimp WHITE lb. 69¢

FREE 1 QUART BOTTLE DAZZLE BLEACH



1 QUART BOTTLE DAZZLE BLEACH WITH EACH PURCHASE OF 1 QUART OF DAZZLE BLEACH OR DAZZLE LIQUID STARCH

STORE HOURS — OPENING WEEK

Thursday 8:30 a.m. to 9:00 p.m.

Friday 8:30 a.m. to 10:00 p.m.

Saturday 8:30 a.m. to 6:00 p.m.

CLOSED MONDAY, JULY 4th



FROZEN FOODS

KITCHEN GARDEN FRENCH FRIED

POTATOES

2 9 oz. pkgs. 29¢

SUNKIST FROZEN

LEMONADE

3 6 oz. cans 38¢ 12 oz. can 25¢

DAIRY FOODS

Processed Cheese Food

CHEE-ZEE

2 lb. loaf 73¢

Quality Maid Processed — Sliced

American Swiss 8 oz. pkg. 29¢

Fancy Wisconsin

Swiss RINDLESS lb. 65¢

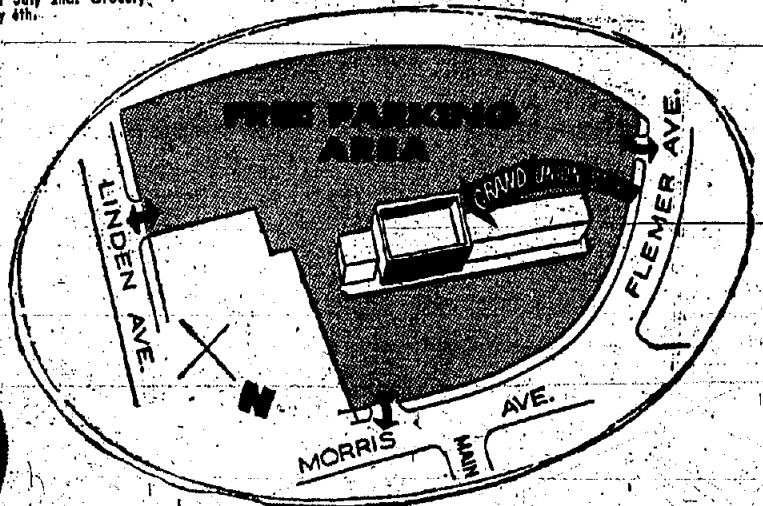
Assorted Colors — Popular Designs

Beach Towels each \$1.98

SPECIAL BARGAIN MEN'S HELANCA STRETCH SOCKS

REGULAR \$1.00 VALUE pair only 69¢

Meat and Produce Prices Effective June 29th thru July 2nd, Grocery Prices thru July 4th.



SERVICE

For your Shopping Convenience

PARCEL PICK-UP SERVICE

For your extra convenience when shopping

HERE'S WHAT YOU DO:

1. Place your order in one of the handy shopping carts.
2. Push cart to attendant in charge at curb. He will identify your cart and hold it.
3. Drive your car to the parcel pick-up area in front of store.
4. Attendant will place your order in car.

No tipping please. Another Grand Union service.

AUTHORIZED CHECKS CASHED

AMERICAN EXPRESS MONEY ORDERS ISSUED

ONE-STOP CHECK-OUT

BUY ALL YOU WANT

PAY ONLY ONCE

EXPRESS CHECK-OUT

TO HELP SPEED SHOPPING

Use the super express lane if you have eight items or less. Any wonder more people say "more time saved" when you shop Grand Union.

LOW PRICES

Grand Union's policy of passing savings along to the consumer assures you of getting Top Value for Your Food-Dollar at Grand Union.

Top value for your food dollar at Grand Union



# Morey La Rue, One of Nation's Oldest Cleaning Firms Marks 65th Anniversary

## Anniversary

(Continued from page 1) on his early morning radio broadcast talking about Springfield. His comments show that he didn't know too much about the very elaborate plans before but now he is very enthusiastic about Springfield and its place in history. On three of his programs this week Gambling made some fine comment concerning the fine pageant and big parade held here.

Credits will probably be given by the general committee for the celebration when the final reports are made public but several individuals should come in for some special mention. "Joe", Casternova neglected his own business and Bob Reid devoted all his spare time from his duties in the local post office to work on the Chamber of Commerce float in the parade. And their efforts were reflected in the finished job since the float was a real professional and would have received consideration for prizes in any kind of a parade. The beautiful girls riding the Chamber float enhanced the beauty of the vehicle but credit for making it "look beautiful" even in the back yard of Casternova's place of business goes to these two men.

Members of the Chamber of Commerce also helped, especially Miss Thelma Dilley who did a lot to make the float possible. The other C. of C. members and officials aided by supervision, suggestions and an occasional dab from the glue pot.

Others who will probably be mentioned by the "credits" are Morris Avenue Motors whose Chrysler cars were all over the parade route transporting the VIP's along the line of march and to the reviewing stand in front of the Cannon Ball House. These sleek open Chryslers came to the Springfield committee through the efforts of Charlie Mayer, local agent for this car.

The Fiorilli boys of the Springfield Radio and Television service didn't quit until the last word at the dedication of the marker on Sunday afternoon. Their public address systems alerted the Township for all events, helped direct and control traffic during the parade, furnished the sound for the speakers at the Cannon Ball House, the most interesting place in Springfield during the celebration. It was the clearing house for all information and many went away with copies of the Springfield Historical Society



**HOUSEWIVES AT MOREY LA RUE GRAND OPENING**—Part of the crowd waiting to be admitted to the new laundry and dry cleaning establishments in the General Greene Shopping Center. (Photo by Grau, Cranford)

her attendants on the Chamber of Commerce float.

Pitch-men and the carnival type flag and pin sellers managed to do a land-office business along the parade route. Police watched for them since they were refused licenses to sell in Springfield during the parade but quite a few of them managed to skirt the edges of the crowd and dispose of much of their merchandise.

The spirit of the Battle of Springfield caught on very early last week with many of the grown-ups wearing the tri-cornered hats which became the trade mark of the local celebration. During Saturday's parade many of the hats were seen all along the line of march.

Visitors from all sections of New Jersey found the Cannon Ball House the most interesting place in Springfield during the celebration. It was the clearing house for all information and many went away with copies of the Springfield Historical Society

booklet, maps and other literature regarding the Township and its history.

Several visitors took advantage of the pillory and stock, still standing on the shopping center park lot, and took pictures with the subjects being photographed in the contraption.

The Springfield Police Department did a very remarkable job in handling the crowds at both the pageant on the high school grounds and the parade on Saturday. Special policemen and cops from nearby communities enabled Chief Sorge to place, at least, one man at every corner along the line of march. They kept the parade route clear and traffic, including buses, was on the move very soon after the parade ended.

The following letter was received by Magistrate Henry C. McMullen from retired Vice-Admiral W. W. Smith, former local resident, who attended Saturday's anniversary parade:

Mr. Henry C. McMullen, General Chairman 175th Anniversary of the Battle of Springfield, Springfield, New Jersey.

Dear Judge: Mrs. Smith and I thoroughly enjoyed the celebration of the 175th Anniversary of the Battle of Springfield. The parade was well organized and well-conducted. Everyone was pleasant and hospitable. Lt. Commander Donnelly of the Township Committee proved an excellent Aide and he made certain that we met many new friends. Even the weather was perfect for the occasion and in this I think we were very lucky.

I wish to state that we were particularly impressed with the Mayor and with the members of the Township Committee. On my return home I told my brother and sisters that the affairs of the township are in good hands. Of course, we thank you for everything that you did to make our visit a most pleasant one.

One of the most enterprising organizations in the new General Greene Shopping Center is the Morey LaRue Laundry Company which will serve the area through its efficient sales organization and a delivery fleet shuttling back and forth from the firm's main plant in Linden.

The Morey La Rue store held its grand opening last week and the response indicated that Springfield has been waiting for this brand of laundry and cleaning service.

The Morey LaRue Laundry Company, one of the nation's oldest and largest commercial cleaning establishments, marks its 65th anniversary this year. The firm's main plant in Linden, its retail outlets here and its delivery fleet will be festooned for the occasion.

The company's first plant was opened in Easton, Pa., in 1890, and operations were expanded to the Elizabeth area three years later.

Under progressive management, the firm has become a leader in the laundry field, ranking among the first for its advances, not only in the plant and equipment, but in methods, materials and services.

For the next 25 years, the company increased in size, adding a plant in Morristown in 1920 and a fleet of motorized delivery trucks in 1924. By 1927, facilities in W. Jersey St. were too small for the business, and plans were launched for a new headquarters in Linden. A year later, the present laundry at 2033 Linden ave., Linden, was opened.

Very sincerely,  
W. W. SMITH  
Vice-Admiral, USN (Ret.)

Another letter: June 26, 1955

Sir: I object strongly to your vainglorious treatment of me and my men during your recent pageantry in Springfield. Every 4th grade kid in J. Caldwell school knows my men meant no personal harm to Mrs. Caldwell.

Furthermore my good friend, Nat Greene tells me Parson Caldwell was shot by a mercenary Continental who later hanged for it near Westfield.

Though your people fought valiantly in driving back to Elizabeth Town I consider it unfair at this time to disturb my long blissful slumber.

Will see you in 25 years.  
Yours shudderingly,  
"Ghost" Von Knyphausen

## Gen. Washington Sends His Thanks

Extract From General Orders, Headquarters, June 26, 1780. The Commander in Chief requests General Greene and all the officers and men under his command, to accept his warmest thanks for the good conduct and gallantry displayed in opposing the enemy in their advance to Springfield on the 23d instant. The regiment of Col. Angell, from its situation had an opportunity of more particularly distinguishing itself, and is entitled to particular notice.

"The General has observed with the highest satisfaction that the behaviour of the troops upon every late occasion, has exhibited signal proofs how much may be expected from their valour, improved as it now is by discipline, and affords the happiest presage of success in our future operations."

"Self-drive" automobiles may now be ordered in advance at the railroad stations of 29 German cities and left at the stations when the travelers depart.

About 400 carloads of gandelion greens are shipped to New York and Philadelphia each year.



**BEFORE THE MOREY LA RUE DOORS OPENED**—Executives make final check before grand opening rush of the laundry and dry cleaning establishment in the General Greene Shopping Center. From left to right: Mahlon M. Scott, secretary of the company; Arthur Wright, stores manager; "Bert" Lubas, personnel manager; Frank Scott, Jr., President of Morey La Rue; L. H. Wright, vice president in charge of sales. (Photo: Grau, Cranford)

pate in a wide variety of civic activities.

Aside from his work with Morey LaRue, however, Mr. Scott perhaps is best known as president of the Chamber of Commerce of Eastern Union County. He has held the post for seven years, and has played a major role in the chamber's campaign to attract new industry to this area.

Mr. Scott also serves as a director of the Union County Savings Bank, and an elder of the Westminster Presbyterian Church, in addition to holding seats on numerous boards in the city. In public life, he has been a member of the New Jersey Regional Planning Commission and the Metropolitan Rapid Transit Commission.

The laundry president headed the Elizabeth Rotary Club in 1935-36, and has been active in the service organization since 1931. The Scott family is represented further in Morey LaRue by the president's wife, their son, Mahlon M. Scott, and daughter, Miss Patricia Ann Scott, and Mr. Scott's father, Mrs. Scott is first vice president of the firm; Mahlon Scott was named secretary in 1952, and his sister, Patricia, is an office employee. Mr. Scott's father, retired from the Consolidated Edison Co., is a member of the board of directors.

Other company officers include: Vice president in charge of production, Louis W. Haviland; vice president in charge of sales, Lester H. Wright; treasurer and assistant secretary, Albert L. Ward; Mahlon M. Scott, secretary and Miss Agnes M. Lawler, assistant treasurer.

**SALE! SALE! SALE!**

**JULY 4th**

**Inventory Reduction**

**Prices Drastically Reduced**

ON

**USED CARS & TRUCKS**

Now is the Time to Drive a Bargain!

See Our Large Stock of  
**OK USED CARS AND TRUCKS**

"Our large volume of NEW CAR SALES enables us to have big bargains in used cars"

**"37 YEARS EXPERIENCE"**

**L & S CHEVROLET CO. INC.**

E. ARTHUR LYNCH, President  
Cor. Morris & Commerce Ave., Union  
Phone MURdock 6-2800

**SALE! SALE! SALE!**

# Holiday Week End SPECIALS

**GENUINE SPRING**

**PRIME RIBS** 59¢ lb.

OF

**BEEF** BLADE CUTS 57¢ lb.

**LEGS OF LAMB** 55¢ lb.

**WATCH OUR WINDOW FOR WEEKLY SPECIALS!**

**HOT DOGS!**

*it's Picnic time*

- KNOCKWURST
- BRATWURST
- BAUERWURST

- FRANKFURTERS
- HOMEMADE POTATO SALAD

• ALL ASSORTED HOMEMADE COLD CUTS

# NAGEL'S

230 Morris Ave., Springfield    Parking in Rear of Store    Millburn 6-1926

**Permanent Waves**

With That

**NATURAL LOOK**

**JOHN'S HAIRDRESSERS**

Est. 1926

261 Morris Ave. Springfield  
Millburn 6-4312

Parking in Rear

Air-Conditioned    Soft Water

# PARENTS

**BEWARE —**

**of Old Abandoned Refrigerators**

There is a great danger in the menacing form of that old, discarded ice box or refrigerator that you may have in your back yard.

Every year children die from suffocation because they love to play in these dangerous cabinets. Here's what you should do if you see a discarded box in your neighborhood or in the junk yard:

Remove the door. It's the best way to make such a cabinet safe.

Remove the latch on the door by taking out the screws on the door plate.

Drill holes in the door and remove the rubber gasket.

OR

... Tell the policeman in your neighborhood about this dangerous menace.

**THE CHILD YOU SAVE MAY BE YOUR OWN!**

**PUBLIC SERVICE**

A-254-38

Dear reader, right thinking, right feeling, and right acting—honesty, purity, unselfishness—in youth tend to success, intellectuality, and happiness in manhood.—Mary Baker Eddy

Youthfulness should be and can be like the continuous flowering of a plant; but its blossoming is too often atrophied or stunted by faults of behavior which are like weeds growing over one's personality.—Gelett Burgess

No one should make a statement like "youth is the happiest time of life" without being prepared to accept its intellectual consequences.—William Lyon Phelps

For truth and duty it is ever the fitting time; who waits until circumstances completely favor his undertaking, will never accomplish anything.—Martin Luther

AT THE NEW  
**GENERAL GREENE SHOPPING CENTER**  
Route 24  
In  
**SPRINGFIELD, N. J.**

# Newberry's JULY FOURTH SALE DAYS

Sure, you always get more for your money at Newberry's! Just look at these terrific values at low, low, LOW prices!

**3 BIG SALE DAYS—Thurs., Fri. and Sat., June 30, July 1 and 2; Open Thurs. and Fri. Nights Until 9 P. M.**

**LIKE A**

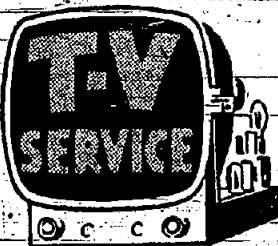
*Jawnty Jewel*



adding the chic of wanted sparkle to the basic simplicity of the summer wardrobe. With our fashion-styled, cutaway frames, the glasses you need become the costume accessory you want!

To look smart, be smart - drop in to see our selection!

**Eye-glasses-Repaired**  
**Quick Service**  
**J. NORWOOD VAN-NESS**  
Prescription-Optician  
14 Alvin Terr., Springfield, N. J.  
Millburn 6-6108  
Established 20 Years in Newark

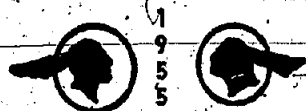


• All Work Guaranteed  
• Same Day Service  
**EHRHARDT ELECTRONICS**  
Television - Radio  
Springfield Union  
MI. 6-1447-R MU. 8-1155



**GREETINGS & GIFTS** are brought to you from Friendly Neighbors & Civic & Social Welfare Leaders through

**WELCOME WAGON**  
On the Occasion Of: Change of Residence Arrivals of Newcomers to City  
Mrs. Josephine Marcy South Orange 3-0420 (No cost or obligation)



**PONTIACS BEST DEAL ANYWHERE**  
Immediate Delivery HIGHEST TRADE-IN ALLOWANCE  
**Big Savings for Cash**  
**DAVID H. JONES**  
INCORPORATED  
16 VALLEY STREET  
SOUTH ORANGE, N. J.  
Authorized Pontiac Dealer  
Open Evenings 60 2-4000

**EXTRA SIZES Band Cuff & Split Leg**  
**MESH PANTIES**  
**37¢**  
OR  
**3 pr. for \$1**  
Reg. 49¢  
Summer favorite! 2-bar tricot mesh panties in extra sizes: xxx-xxx. White or pink. Double crotch.  
MAIN SALES FLOOR

**Ladies', Misses' & Children's**  
**LEATHER MOCCASINS**  
**\$1.17** pr.  
Sizes:  
4 to 9 (Ladies)  
11 to 13 (Misses)  
6 to 10 (Children)  
Regular \$1.59  
Imported moccasins, supple leather, beautiful Indian type hand beading, hand lacing and fringed tongue. Colors: White, Red, Natural.  
BASEMENT SALES FLOOR

**save on LADIES' PANTIES!**  
**2-bar tricot**  
**37¢**  
Reg. 59¢  
55 denter with elastic leg openings. Choice of 4 kinds of trimming. White, pink, blue, maize.  
S-M-L  
MAIN SALES FLOOR

**LADIES' WHITE PURSES**  
Selected Styles  
Just in Time For Holiday Week-end  
**88¢** plus tax  
Regular to 1.59  
MAIN SALES FLOOR

**BOYS' 8 to 16 COOL NO-IRON PRINTED PLISSE SPORT SHIRTS**  
Reg. \$1.00  
**88¢**  
Cut for comfort with patch yoke, handy pocket. Extra easy to tend. Sizes 8-16.  
MAIN SALES FLOOR

**These 3 Specials ON SALE ONLY THURSDAY NIGHT, 6 to 9 P. M.**

**NOW is the time to buy**  
**50-ft. Garden HOSE**  
REG. 3.98  
Guaranteed Clear Green Plastic  
Save 99¢  
**2.99**  
Downstairs Sales Room

**A Repeat Offer**  
**NEWBERRY'S HOMEMADE ICE CREAM**  
Selected Flavors  
**1/2 Gallon 75¢**  
Highest Nutritious Quality

**wrought iron CHAIR**  
REGULAR 9.95  
**6.99**  
Hardwood frame. No-sag springs. Covered with plastic in assorted colors. 21" W, 22" D, 29" H.  
Downstairs Sales Floor

**darling white STRAP SANDAL**  
**SPECIAL!**  
Regular 1.98  
**\$1.47** PR.  
BASEMENT SALES FLOOR

**LIMITED QUANTITY! MEN'S FANCY HOSE**  
MARVELOUS assortment of argyle type and other handsome patterns. 10 1/2 to 12.  
REG. 39¢  
**25¢**  
MAIN SALES FLOOR

**HOSPITALITY SETS**  
Reg. \$1.29  
**99¢**  
Snack sets that are handy in or out-of-doors.  
Save 30¢  
BASEMENT SALES FLOOR

**SPECIAL PURCHASE!**  
**children's RAYON PANTIES**  
5 pr. **\$1.00**  
21c pr.  
Newberry's Shrewd Buying Makes This Low Price Possible For You! Brief Style, Pink or White. 4-12.  
MAIN SALES FLOOR

**MAKE YOUR HOME MORE ATTRACTIVE!**  
**LANDSCAPES & FLORALS**  
Values to 1.59  
**47¢**  
13" x 17" in Large Selection of Attractive Florals and Landscapes.  
BASEMENT SALES FLOOR

**CHILD'S BOXER SHORTS**  
ONLY **33¢**  
Choice of printed plisse on white grounds or no-iron cotton in assorted solid colors. 2-6.  
Reg. 49¢  
Main Sales Floor

**PLAY SHORTS FOR SONNY**  
**33¢** EA.  
Reg. 49¢  
A big, big assortment of shorts. Plisses, seersuckers, twills. Printed on solid color. 2-8.  
Main Sales Floor

**GIRLS' PEDAL PUSHERS** \$1.66  
Denim and Chambray. Sizes 7 to 14  
Finest Quality Regular \$1.98

**SPECIAL! TABLE LAMPS** \$3.47  
Colonial Reproductions  
Attractive & Decorative. Reg. \$5.98

**save on YARD GOODS**

**Narrow Widths COTTON REMNANTS 23¢ yd.**  
Solid Colors and Printed. Values to 39¢ Yd.

**Percale and Broadcloth COTTON REMNANTS 29¢ yd.**  
36" Wide Prints and Solid Colors; First Quality. Reg. to 49¢ Yd.

**Beautiful Black GLAMOUR PRINTS 2 yds. \$1**  
First Quality; 36" Wide. Values to 98¢ Yd.

**Cafe Curtain PRINTS 49¢**  
36" Wide. Values to 79¢ Yd.

**45" Printed PONGEE Hand Washables 67¢**  
Regular 98¢ Yd.

**18" x 18" REVERSIBLE SOFA PILLOWS**  
Gorgeous assortment of colors and patterns.  
REG. 3.29  
**66¢**  
BASEMENT SALES FLOOR

**26-QT. KITCHEN Waste Baskets**  
REG. .89¢  
Jumbo size. Wood-grain finish. Metal. Colors. Basement Sales Floor.  
**66¢**

**Thick, Absorbent, Solid Color BATH TOWELS**  
REG. 79¢  
**2 \$1.00** for  
OR  
**57¢ each**  
Prices cut during this sale; beautiful newest shades; luxurious 22 x 44 size. Heavy texture, long wear, washfast.  
BASEMENT SALES FLOOR

**3 DAY SPECIAL! YOUNG CANARIES**  
Undetermined Sex  
Selecte Your Choice Early  
Regular 1.98  
**99¢**

**SPECIAL! 2 ST. DENIS CUPS for 15¢**  
Reg. 10¢  
BASEMENT SALES FLOOR

## J. J. NEWBERRY CO. GENERAL GREENE SHOPPING CENTER MORRIS and FLEMER AVES. SPRINGFIELD, N. J.

# YOU KNOW EVERYONE ON . . . .

# MORRIS AVE.

## SPRINGFIELD'S RELIABLE SHOPPING COMMUNITY

Stores Open Friday Evening Till 9

### No Bottle-Necks Here

# THANKS

TO THE NEW

## General Greene

### Shopping Center

PLENTY OF PARKING



### BRETTLERS WELCOMES

*The New Shopping Center*  
**SWIM SUITS FOR THE WHOLE FAMILY**  
 LADIES' from \$3.98 MEN'S from \$2.98  
 LADIES' SKIRTS, 24-36 . . . . . \$2.98  
 MEN'S SLACKS Cuffs free . . . from \$6.98  
 ARROW SHIRTS . . . . . \$3.95  
 Men's Searsucker Pajamas Shortie or regular \$2.98

*For Reliable Clothing and Friendly Service, Brettlers will Refund or Exchange.*

**BRETTLER'S** DEPARTMENT STORE  
242 Morris Avenue. MI 6-4108

### SPRINGFIELD MARKET

CHOICE SIRLOIN STEAKS <b>69¢ lb.</b>	TV TURKEY DINNER <b>69¢ ea.</b>	PINK MEAT MELONS <b>19¢ ea.</b>
YORKSHIRE BACON <b>49¢ lb.</b>	Orange Blossom Fresh FRUIT SALAD <b>69¢ qt. jar</b>	TRU BLU Blueberrys <b>33¢ pt.</b>
IMPORTED BOILED HAM <b>69¢ 1/2 lb.</b>	RICH FLAVOR COFFEE <b>69¢ lb.</b>	FRESH PICKED CORN <b>69¢ doz.</b>

MI 6-0431 WE DELIVER Open Friday Night

We've Been Here

### 30 Years

And we hope the new shopping center will be here throughout our

### Next 30

Just in!

### FM TUNERS

Also receivers, AM-FM combinations. Plugs into any radio or TV.

\$29.95 up

### SPRINGFIELD

Battery & Electric Store  
E. E. Clayton, Prop.  
245 MORRIS AVE.

### SCHAFFER'S

*Extends Warmest Congratulations to the General Greene Shopping Center*

WE FEATURE S. S. PIERCE QUALITY FOODS OF DISTINCTION

Fascinating variety of delicacies, fine foods, and chef-prepared specialties.

### SCHAFFER'S

*Delicatessen*  
246 MORRIS AVE.  
MI 6-1922

*Food Values You'll Sing About*

U. S. CHOICE SIRLOIN STEAK **69¢ lb.**

### Colantone Greets THE NEW SHOPPING CENTER

We've Stayed Here Since 1925 And We Wish the New Stores A Similar Stay.



Straws in the Wind

Summer Specials . . . . . **2.95** up

### COLANTONE'S SHOES

Expert Shoe Repair  
Parking in Rear

### WE WELCOME

The General Greene Shopping Center by Inviting Everyone To Try Our Big

Italian Sausage and Meat Ball Sandwiches



"Eat Up! with Downtown Prices!"

Community Shop  
247 Morris Ave.  
Mike Ponzio, Sandwich Chef

### NOTICE Our Very Convenient Hours!!

MONDAYS . . . . . 8:00 A.M. to 7:00 P.M.  
OTHER DAYS . . . . . 8:00 A.M. to 3:00 P.M.

### CRESTMONT SAVINGS and LOAN Association

1886 SPRINGFIELD AVE. 175 MORRIS AVE.  
MAPLEWOOD SPRINGFIELD  
Phone SO 2-5100 Phone MI 6-5940

### Welcome Shopping Center

You've come to a fine town. We've found the people friendly and responsive during our

. . . . . 18 Years . . . . . of . . . . . Honest Dealings . . . . . in Springfield . . . . .

### SPRINGFIELD WINE & LIQUOR STORE

276 Morris Ave.  
Prompt Delivery  
MI 6-0536

Welcome To Our New NEIGHBORS from

### BEACON HILL CO.

PRINTERS  
Office Supplies

"If it's hard to find, we have it"

226 MORRIS AVE.  
SPRINGFIELD, N. J.

Millburn 6-1256 or  
Murdock 6-6882

— Delivery Anywhere —

*Rigby's*

401 Morris Avenue  
Springfield

SUMMER SPECIALS!  
RATTAN and WROUGHT IRON FURNITURE  
Attractively Priced

Weekdays: 9 A.M. to 9 P.M.  
Saturdays: 9 A.M. to 6 P.M.  
No Parking Restrictions  
Millburn 6-0900

PINK MEAT MELONS . . . . . **19¢ ea.**  
 SUNNY VALLEY ICE CREAM . . . . . **79¢ 1/2 gal.**  
 AND MANY OTHER COOLING WEEKEND TREATS

QUEEN SUPER MARKET

### OUR 1st ANNIVERSARY IN SPRINGFIELD

### PECAN FRUIT RING

**60¢**



We hope the new shopping center has as prosperous a first year as we've had.

### SUMMER FRUIT BUNS

**48¢**



a doz.

270 Morris Ave.

### HASELMANN'S BAKERY

Call MI 6-4120 For Your Special Order

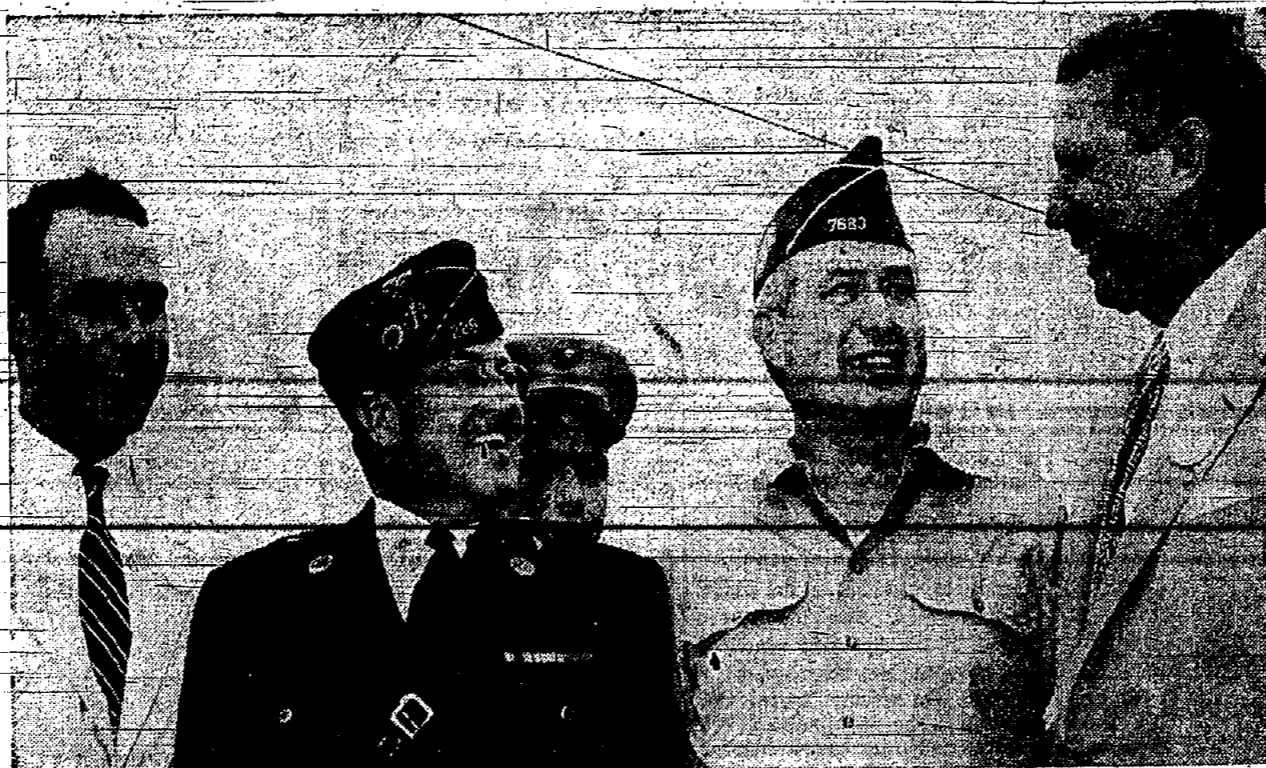
# NEIGHBORS . . . . DOWN THRU THE YEARS



# 175th Anniversary of Battle of Springfield In Pictures



**CLOSING CEREMONY**—Donald B. Palmer, curator of the Springfield Historical Society, is shown making presentation of the marker at the Railway River Bridge on Washington avenue, just off Morris, as the closing ceremony of the celebration last Sunday afternoon. It commemorates one of the major engagements of the Battle of Springfield. (Elizabeth Journal Photo)



**ON THE REVIEWING STAND**—Shown on the stand, located on the lawn in front of the Cannon Ball House, are a few of the dignitaries, left to right: Rep. Harrison A. Williams, Jr., of the Sixth Congressional District; Police Captain Wilbur C. Selander, Grand Marshal of the parade; Clarence Buckalew, VFW Commander; and former Gov. Alfred E. Driscoll. (Elizabeth Journal Photo)



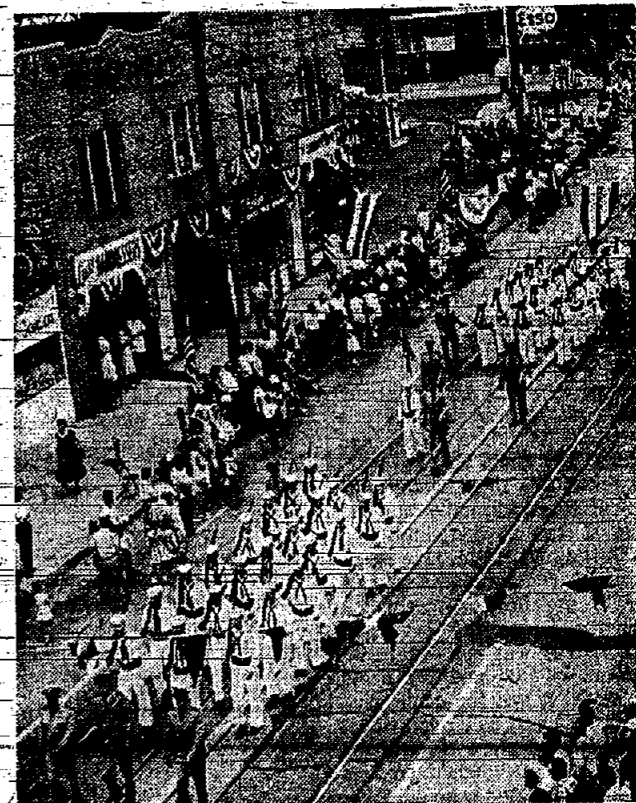
**DISPLAYS MUSKET**—Theodore Schuss, who played part of Hessian soldier, shows firearm to 9-year-old Richard Humphrey before last Thursday's big pageant. (Newark News Photo)



**COLONIAL HONOR GUARD**—Marchers of the state organization of the Sons of American Revolution, dressed in Colonial costume, provide honor guard for the big 175th anniversary parade commemorating the Battle of Springfield. (Elizabeth Journal Photo)



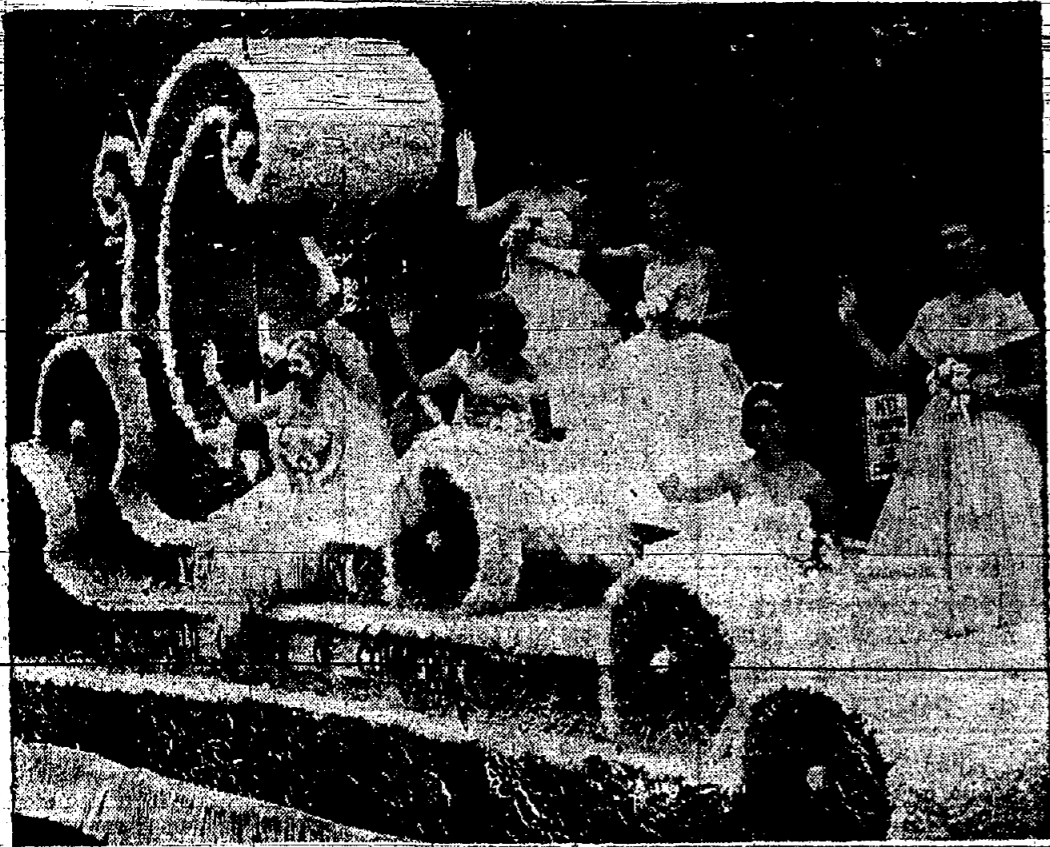
**EYE WITNESSES**—Mrs. Edmund Sikorski and Bonnie Getz, as Colonial mother and daughter in Thursday evening's pageant. (Newark News Photo)



**MILITARY UNITS IN PARADE**—Naval detail shown marching along three mile route of Saturday's parade. (Elizabeth Journal Photo)



**REMEMBER?**—Horse drawn fire engine shown above was one of the many antique vehicles featured in last Saturday's parade. (Elizabeth Journal Photo)



**SPRINGFIELD'S QUEEN AND HER ATTENDANTS**—Miss Betsy Focht of 228 Baltusrol avenue shown riding in the Chamber of Commerce float in Saturday's parade with, left to right, Betty Meslar, Sharon Cahoon, Betsy Funcheon, Patricia Allen, Pat Peart, and Bette Haselmann. (Elizabeth Journal Photo)



**THE MIRACLE AT SPRINGFIELD**—Scene from pageant staged on Jonathan Dayton Region High School green last Thursday evening. From left to right: Edmund Sikorski as General Lafayette, Joseph Loecknicke as General Washington, Agnes Andrews as Mrs. James Caldwell, and Ed Kaye as a Continental soldier. (Newark News Photo)



# General Greene Shopping Center Realization of A Dream

Ducks have a transparent membrane to pull over their eyes when in flight—like goggles.

It took nine months of labor by 400 to 500 men to build the General Greene Shopping Center at a cost of about one million dollars, according to the man who bossed the job.

Ralph Alcorn, construction engineer and general superintendent for the Stiles Construction Corp., made these facts known yesterday at the formal dedication of the new center.

"It's been a long haul," said Alcorn, "especially rough back there in January, February, and March."

He was referring to the bad weather which held up the construction of the buildings for weeks on end. And he also might have been referring to the broken leg he suffered from a fall off one of the buildings in January.

"I directed the job from crutches for two months," the engineer from Teaneck, N. J. recollected.

The General Greene Shopping Center is one of the biggest projects Alcorn has worked on. During the many years he has been with Max J. Levine, owner of the Stiles Construction Corporation,

he has worked on 15 or 16 shopping centers.

"This one is really big," Alcorn continued. "The stores cover approximately 50,000 square feet, and the parking area extends for another 270,000 square feet. You don't build on a scale like that overnight."

In fact, the shopping center construction got underway on Oct. 1 of last year. And the project had been envisioned for over five years before that.

Nicholas Angleton first proposed building the shopping center when he began construction of the General Greene Village apartments. Max Levine and his Stiles Construction Corp., of Newark, took over the project a year ago. William Chirgotis, the architect of Springfield, was called upon to draw up the plans. Since October 1, when the first shovel full of dirt was turned over, the job has been Alcorn's.

"The most we had working for us at any one time was about 200 men," Alcorn figured. "But easily 500 men have been called in at one time or another."

"We've been especially helped by the utility companies, who've often worked overtime," praised the engineer. "And our thanks go



RALPH ALCORN Shopping Center Superintendent

to the town officials who have cooperated with us so much."

Ralph Alcorn will be leaving Springfield next week. His job is done, except for occasional spot checking from time to time. The Columbia, Pratt Institute, and N.Y.C. graduate will go on to supervise another big construction project for Stiles.

Under his supervision, 19 sub-

contractors have helped in the building of the General Greene Shopping Center. They are:

Excavation, storm sewers, curbing, and paving by Domenick Vinci & Son, Belleville. Masonry by Fishkin Construction Co., Linden. Terra Cotta by Federal Seaboard Terra Cotta Corp., Perth Amboy. Steel from Elizabeth Iron Works, Elizabeth. Carpentry by A. D. Construction Corp., Cranford. Lumber from Northfield Supply Co., Livingston. Lumber & Trim from Solondz Bros. Lumber Co., Newark. Plumbing by Gabriel Carr, Linden. Heating and air conditioning by Climate Control Products, Newark. Electricity installed by Melrose Electric Co., Linden.

Roofing and sheet metal from Sanders Roofing Co., Newark.

Store fronts from Bloomberg Bros. Glass Co., Jersey City. Insulation by Dyer Insulations, Orange. Steel sahes from Charles J. Brands & Sons, Springfield.

Painting by Wendorf Decorating Co., Brooklyn. Porcelain and enamel signs from Lafayette Neon Co., Jersey City. Incinerator from Morse Boulder Destructor Co., New York. Conveyors from Rapihan Conveyors Co., Chatham. Plastering by Acme Plastering Co., Newark.

## P.T.A. Plans Fall Program

A special meeting of the Home and Family Life Committee sponsored by the Parent Teacher Association of the Jonathan Dayton Regional High School, was held at the home of Mrs. Horace J. Libby, Chairman, 81 Washington Avenue, Springfield, on Monday, June 20th.

Plans were formulated and data accumulated for a panel discussion consisting of a panel made up of a medical doctor, psychologist, two parents and a teacher, with Mrs. Mary W. Arm-

strong, Home Demonstration Agent for Union County, serving as moderator.

The subject under discussion is to be "Emotional Security." This will be a special program and will be held in the High School on December 5th, 1955. Committee in attendance at the meeting were: Mrs. William Schlund, Garwood, Co-Chairman; Mrs. Wilfred Twyman, Mountain Side, P.T.A. President; Mrs. Anthony Riccardo, Garwood; Mrs. Harold Danielson, Kenilworth, Past P.T.A. President; Mrs. Harold Frolch of Kenilworth. Names of the Panel Members will be announced at a later date.

## Teacher Gets No Summer Vacation

William Fallon, English and arithmetic teacher in the Florence M. Gaudineer School, is teaching this summer at Pingry School in Elizabeth.

Fallon is one of many instructors added to the Pingry staff to teach the more than 600 boys and girls who have enrolled for the 8-week summer session.

When the tides reverse in Chesapeake Bay, they often produce underwater storms much like hurricanes in the air, says the National Geographic Society.

OUR BEST WISHES TO GENERAL GREENE SHOPPING CENTER

OUR BEST WISHES FOR SUCCESS TO SPRINGFIELD

and its

GENERAL GREENE SHOPPING CENTER

We're Happy To Have Played Some Part In The Completion Of This Fine Project.

Plymouth 9-7500

DOMENICK VINCI & SON

GENERAL SITE CONSTRUCTORS

Excavating, Grading, Sewers and Paving

24-34 NORTH 7th STREET

BELLEVILLE, NEW JERSEY

GABRIEL CARR

PLUMBING

119 HARVARD ROAD

LINDEN, N. J.

AD

Construction Corp.

Congratulates

General Greene Shopping Center

We are responsible for the carpentry in the new shopping center. We wish all the stores the best of luck!

CARPENTRY

303 New York Avenue

Clark, Cranford, N. J.

MAY WE ADD OUR CONGRATULATIONS

TO

General Greene Shopping Center in SPRINGFIELD

WE'RE PROUD OF THE PART WE PLAYED AS PAINTING CONTRACTORS.

WENDORF DECORATING COMPANY

291 NEPTUNE AVENUE BROOKLYN, N. Y.

POWER For The GENERAL GREENE SHOPPING CENTER

By

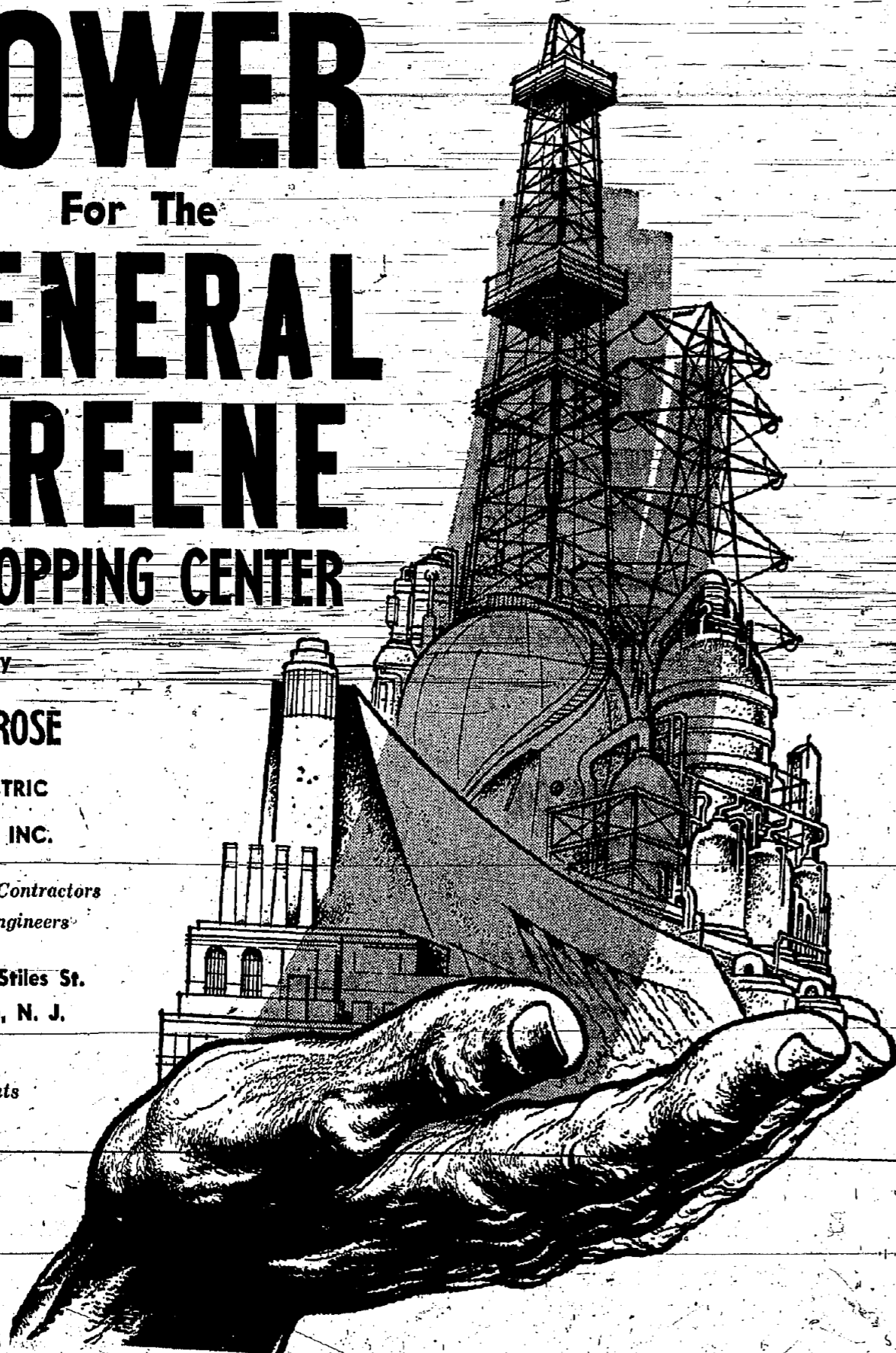
MELROSE

ELECTRIC CO., INC.

Electrical Contractors And Engineers

838 N. Stiles St. Linden, N. J.

"May the lights shine always in all the stores"



BEST WISHES and CONGRATULATIONS TO SPRINGFIELD

AND THE

General Greene Shopping Center

We're proud and happy to have had a part in the planning and final dedication to this fine project.

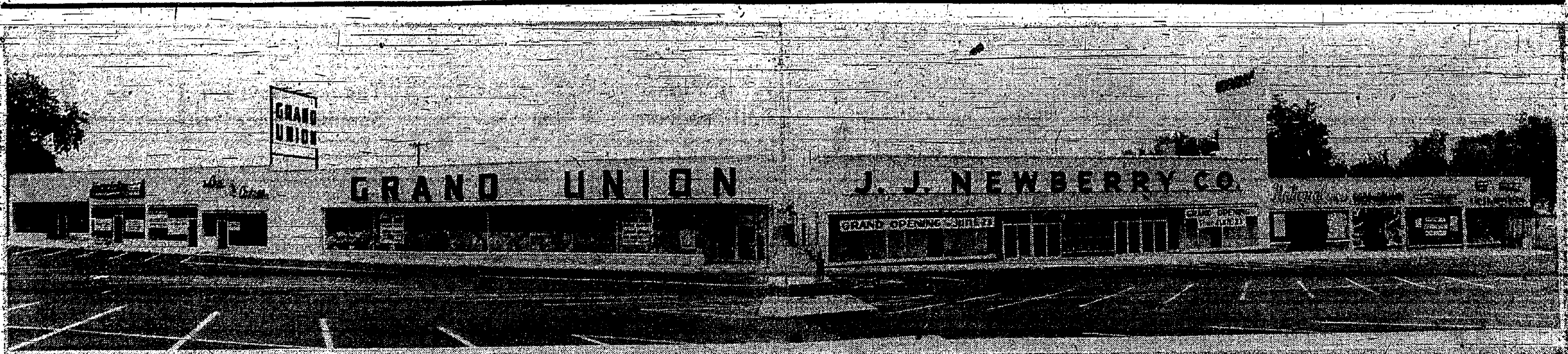
We sincerely congratulate the people of Springfield, the Township Committee and the men who visualized the great day when this fine shopping center is dedicated.

WILLIAM G. CHIRGOTIS ARCHITECT

968 STUYVESANT AVENUE

MURDOCK 6-4277

UNION, N. J.



# THE GENERAL GREENE SHOPPING CENTER

... in the heart of **SPRINGFIELD**  
(at Morris and Flemer Avenues)

... **A DREAM COME TRUE!**

**PROGRESS** ... IS BUILDING FOR THE FUTURE — AND THOSE OF US WHO HAVE HAD SOME PART IN THE CONSTRUCTION OF THIS MODERN SHOPPING CENTER TAKE PARDONABLE PRIDE IN MAKING POSSIBLE THIS PREVIEW OF BETTER THINGS TO COME.

IN THE HANDS OF SKILLED ARTISANS — THE ARCHITECT, THE GENERAL CONTRACTORS, THE SUB CONTRACTORS, THE SUPPLIERS — LIE THE CONSTRUCTION OF THE FUTURE. THE NEW SHOPPING CENTER IS MERELY ANOTHER STEP IN THE MARCH OF PROGRESS HERE IN SPRINGFIELD AND ALL OF US ARE JUSTIFIABLY PROUD OF OUR PART IN THE COMPLETION OF THIS FINE COMMUNITY PROJECT.

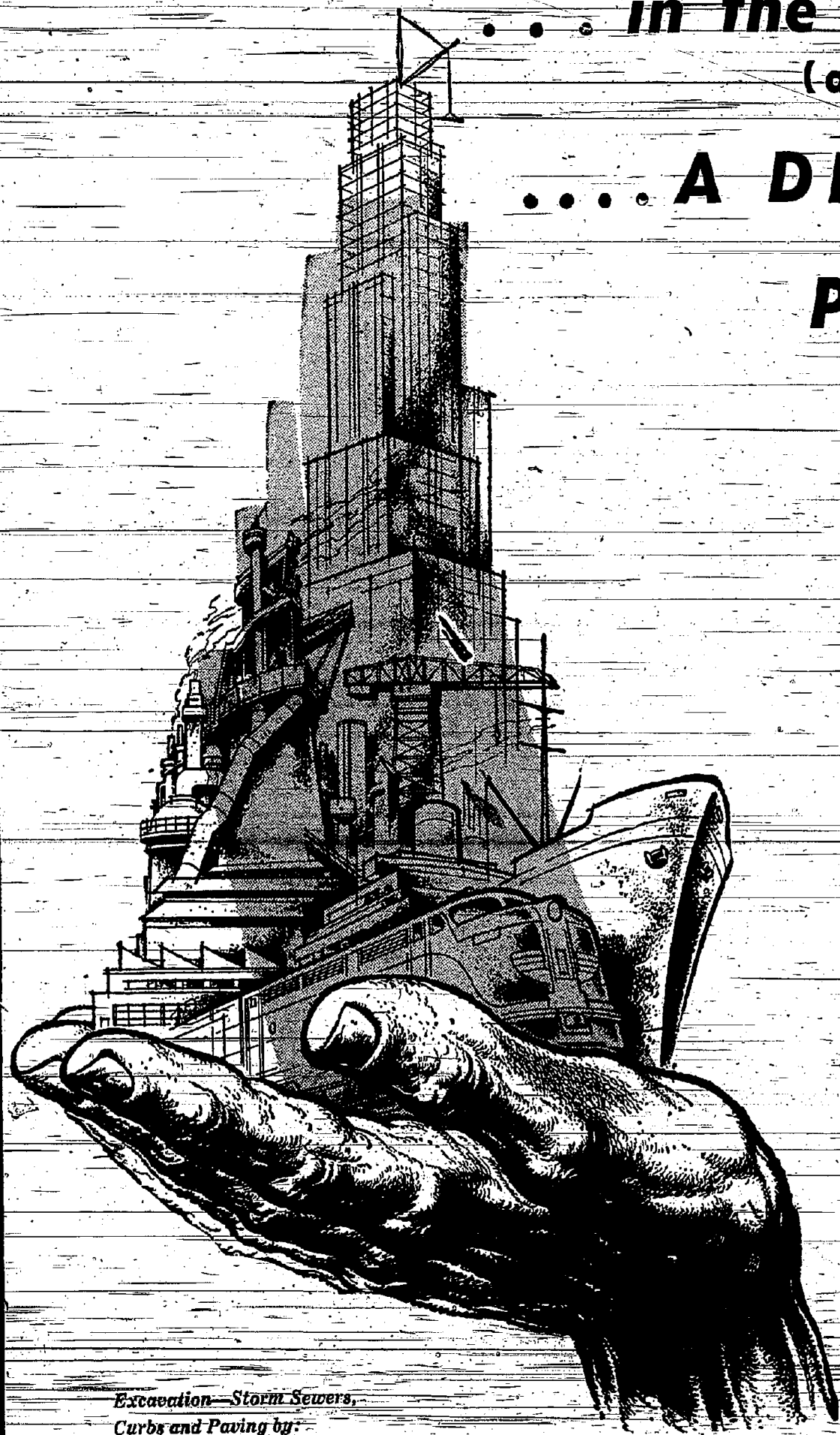
## CONGRATULATIONS!

This New Shopping Center Is A Tribute To Engineering Foresight And Should Serve This And Future Generations As The Inspiration For Further Community Expansion.

Our Best Wishes To The People of Springfield.

(See photo above—left to right.)

1. Louvis Restaurant
2. Morey La Rue
3. G. & L. Delicatessen
4. The Cake Cottage
5. Grand Union
6. Newberry's
7. National Shoes
8. Mae Moon Shop
9. Milton's Liquor Store
10. Park Drugs



## STILES CONSTRUCTION COMPANY

— GENERAL CONTRACTORS —

655 CLINTON AVENUE, NEWARK, N. J.

Excavation—Storm Sewers,  
Curbs and Paving by:

**DOMENICK VINCI & SON**

24-34 No. 7th Street  
BELLEVILLE, N. J.

Mason Work by:

**FISHKIN CONSTRUCTION CO.**

408 E. Price Street  
LINDEN, N. J.

Terra Cotta by:

**FEDERAL SEABOARD  
TERRA COTTA CORP.**

PERTH AMBOY, N. J.

Steel by:

**ELIZABETH IRON WORKS**

Green Lane  
UNION, N. J.

Carpentry by:

**A. D. CONSTRUCTION CO.**

303 New York Avenue  
CLARK TOWNSHIP, N. J.

Lumber by:

**NORTHFIELD SUPPLY CO.**

509 So. Livingston Avenue  
LIVINGSTON, N. J.

Plumbing by:

**GABRIEL CARR**

119 Harvard Road  
LINDEN, N. J.

Heat and Air Conditioning by:

**CLIMATE CONTROL  
PRODUCTS DIVISION**

1013 Broad Street  
NEWARK, N. J.

Electrical Contractors and Engineers:

**MELROSE ELECTRIC CO., INC.**

838 N. 5th Street  
LINDEN, N. J.

Insulation by:

**DYER INSULATIONS**

386 Washington Street  
ORANGE, N. J.

Roofing and Sheet Metal by:

**SANDERS ROOFING CO.**

66 Somerset Street  
NEWARK, N. J.

Painting by:

**WENDORF DECORATING CO.**

291 Neptune Avenue  
BROOKLYN, N. Y.

Glass Store Fronts by:

**BLOOMBERG BROS. GLASS CO.**

36 Fairmount Avenue  
JERSEY CITY, N. J.

Porcelain-Enamel Signs by:

**LAFAYETTE NEON CO.**

128 Linden Avenue  
JERSEY CITY 4, N. J.

Conveyors by:

**RAPISTAN CONVEYORS CO.**

100 Summit Avenue  
CHATHAM, N. J.

Incinerator by:

**MORSE BOULGER  
DESTRUCTOR CO.**

205 East 42nd Street  
NEW YORK 17, N. Y.

Plastering by:

**ACME PLASTERING CO.**

368 Seymour Avenue  
NEWARK, N. J.

# CONGRATULATIONS!

MAY WE ADD OUR  
FELICITATIONS TO  
SPRINGFIELD and  
General Greene Shopping Center

**FISHKIN CONSTRUCTION COMPANY**  
408 E. PRICE STREET LINDEN, N. J.  
— MASONS —

## ELIZABETH IRON WORKS

IS PROUD TO HAVE BEEN CHOSEN TO  
SUPPLY THE STRUCTURAL STEEL FOR

### General Greene Shopping Center

Elizabeth Iron Works, Inc., founded in 1907, has had a large part in the growth and development of New Jersey, supplying fabricated structural steel to many major construction projects for public institutions, industry and commerce.

*There Is No Substitute for Experience.*

## ELIZABETH IRON WORKS, Inc.

Structural Steel • Engineers • Fabricators • Erectors  
UNION, N. J. ELIZABETH, N. J.

— Elizabeth 4-2000 —

# CONGRATULATIONS

TO THE

Men whose vision and faith in the future of Springfield made possible the ...

## General Greene Shopping Center

It is a monument to those bold, courageous business men whose talents, time, energy and investments help build this nation of bursting and challenging free enterprise.

Our best wishes to all the tenants to the general contractors and sub-contractors, to the executives of the Center—and to Springfield.

## BINDER-LIFSON AGENCY

INSURANCE-SURETY BONDS

205 MORRIS AVENUE,  
SPRINGFIELD, N. J.

9 WHITTINGHAM TERRACE,  
MILLBURN, N. J.

MILLBURN 6-1000

We Are Glad To Add Our Congratulations To  
SPRINGFIELD --- And Its New  
GENERAL GREENE SHOPPING CENTER

CALL US FOR FREE ENGINEERING SURVEY AND ESTIMATE

## Climate Control PRODUCTS DIVISION

LIBERTY FUEL OIL COMPANY

1013 BROAD ST. NEWARK 2, N. J. Market 3-5711  
New Jersey's Largest Chrysler Airtemp Dealers See Our User List

# WELCOME!!

## GENERAL GREENE SHOPPING CENTER

WE OFFER our cordial greetings and congratulations to all the enterprising concerns that make up the center.

We appreciate the sense of pride that comes with a job well done and we hope the response to shop at this modern center will exceed the most optimistic targets.

Together we can grow through service — and CRESTMONT would like to have you drop in at our new modern offices.



YOU  
ARE  
INVITED!

*"With Community Service As Its Cornerstone"*

You, your family and your friends are most cordially invited to visit Springfield's only savings institution . . . see the beautiful Colonial design, the handsome interior and comfortable appointments . . . you will find the latest and finest facilities in thrift and home financing. **FREE PARKING** on our premises.

OUR SPRINGFIELD OFFICE OFFERS

THESE HELPFUL FINANCIAL SERVICES

## NOTICE Our Very Convenient Hours!!

MONDAYS . . . . . 8:00 A. M. to 7:00 P. M.  
OTHER DAYS . . . . . 8:00 A. M. to 3:00 P. M.

## CRESTMONT SAVINGS and LOAN Association

1886 SPRINGFIELD AVE. 175 MORRIS AVE.  
MAPLEWOOD SPRINGFIELD  
Phone SO 2-8100 Phone MI 6-5940



YOUR SAVINGS INSURED  
UP TO \$10,000

INSURED SAVINGS ACCOUNTS  
HOME OWNERSHIP LOANS  
G.I. MORTGAGE LOANS  
CHRISTMAS CLUB SAVINGS  
VACATION CLUB SAVINGS  
MONEY ORDERS  
TRAVELERS' CHECKS  
U.S. SAVING BONDS  
ISSUED AND REDEEMED  
PAYMENT OF PUBLIC SERVICE BILLS

FREE CUSTOMER PARKING  
ON OUR PREMISES

Enjoy all the features you expect in any modern savings institution! Add to your account any time you like, any amounts you like. Savings received by the 10th of any month earn from the 1st of that month.



Two Teams Challenge Schaible's For Lead

With only a few remaining games left to be played in the Springfield Babe Ruth baseball league, a three way fight continues for the pennant, the Drakes being the only team eliminated as a result of their defeats this last week.

The Schaible team, with two games left to be played against the Lions could win all the marbles if they win both games. The Angletons can hope for a split between the Schaible and Lions teams, and should they defeat the Drakes in their last game of the season, that would end the schedule with a two team tie.

The Drakes hurt the Angletons in what was probably the longest played game of the season. This game was started June 8 and was called with the Drakes ahead 9-6. When the game was continued on June 21, the final score was Drakes 11, Angletons 10. The game was marked by wildness on the part of Haubold who issued 10 passes, and loose playing by the Angletons who committed 9 errors.

Box score table showing statistics for Drakes 11 and Angletons 10. Includes batting averages, fielding percentages, and error counts.

After a slow start, Stolz of the Lions came thru with a strong two hit win over the Drakes, winning 19-2. Stolz helped his own cause considerably with three hits. In the first inning, after one out, Straub of the Lions singled and Friedman walked. Stolz then doubled and scored both men.

In the second inning, Iorio of the Drakes singled and stole second and third. With two out, he stole home. In the Drakes half of the fourth, Springe got on base on an error and advanced to second. He scored on Mullers smash.

In the big fifth inning, Friedman opened with a walk, Stolz singled, Hazelman singled scoring Friedman and Stolz going to third, Murdock walked filling the bases, Meade struck out, Morgan walked, Stolz scoring, Haggerty doubled scoring Hazelman and Murdock, Arnold singled scoring Morgan and Haggerty. The Lions got their last two runs in the sixth inning after Friedman got on base on an error, Stolz advanced Friedman to third on his third hit of the game.

Hazelman scored Friedman and Stolz on his second hit of the game. The Lions scored four runs in the second inning without the benefit of any hits as a result of seven walks. In the Lions half of the third they scored their final four runs when Meade singled, Baker walked and Anderson singled, scoring Meade. Straub walked.

League Standings as of June 28, 1955. Table showing wins, losses, and percentages for various teams including Drakes, Lions, Angletons, and Schaibles.

Hazelman of the Lions maintained good control and with fine support defeated the Drakes 9-3. The Lions scored four runs in the second inning without the benefit of any hits as a result of seven walks. In the Lions half of the third they scored their final four runs when Meade singled, Baker walked and Anderson singled, scoring Meade. Straub walked.

The Woman's Christian Temperance Union of the Springfield area met for their regular meeting at the home of the president, Mrs. D. D. Pannell, 319 Main st., Millburn, on Friday afternoon.

Mrs. Pannell was re-elected president and Mrs. Mabel C. White became vice-president. Mrs. William O. Heckman voiced the prayer of consecration and Mrs. Tracy B. Griswold led the devotion on the theme, "The Ministry of Intercession."

Mrs. Vance Pierson reported five white ribbon recruits and there were seven honorary members. Copies of the booklet, "Alcohol and Lawlessness" have been provided for supplement study in local schools.

Mrs. White, Mrs. Griswold and Mrs. Amy S. Mahon will attend the interstate conference, July 19, 20, 21 at Ocean Grove, N. J. It was announced that the New Jersey State Convention will be held October 11-14 in St. Paul's Church, Ocean Grove, N. J.

The Youth Temperance Council of New Jersey has just ended their yearly encampment at Peddie School, Hightstown, N. J.

The dragon fly's compound eye is composed of nearly 30,000 units, permitting vision in almost all directions.

The dragon fly's compound eye is composed of nearly 30,000 units, permitting vision in almost all directions.

As one whom his mother comforteth, so will I comfort you; and ye shall be comforted in Jerusalem.—Isaiah.

If you would reform the world from his errors and vices, begin by enlisting the mothers.—Charles Simmons.

CYO Little League Holds Playoffs

On Tuesday, June 21, the St. James CYO Little League held its championship playoff at Meisel Field. It was the Green Sox (Russell Men Shop) versus the Black Sox (Benninger Assoc.) with Schuss of the Green Sox going the distance on the mound and eeking out a 2-1 victory for coaches Abrahamson, McMahon and Callahan.

French Lewandowski and Macaulous accounted for the only three Black Sox hits while Coffey (2), Schuss, Zeiser, Hattersley and Spritz "batted" out six to bring home a winner for their team. Woolley brought home the only Black Sox run under the able plotting of coaches Zeiser and DeFranco.

The game was sparked with action throughout and pleased both spectators and coaches with its big league showing. The boys played with the enthusiasm and spirit of major leaguers.

Some of the onlookers noted in attendance among the surprising good crowd were Mr. A. Benninger, sponsor of the Black Sox, Mr. R. Miller, president of the St. James CYO, Mr. and Mrs. F. Sammaritano, Mrs. T. DeFranco, Mr. and Mrs. P. Bodnar as well as many other prominent citizens of both Springfield and Union.

Handsome trophies are to be awarded each member of the victorious Green Sox within the next few weeks, ending a very successful sports year for the CYO.

A rattlesnake gets a new rattle on its tail every time it sheds its skin which may be several times a year, but the snakes often shake off some of the old rattles.

Pigs should be weaned in the morning so the sows and pigs will have all day to get over the separation.

The Badlands National Monument in South Dakota contains 120,000 acres of fantastically eroded earth and rock.

Nature is an Aeolian harp, a musical instrument, whose tones are the re-echo of higher strings within us.—Novalis

Nature's first and last lessons teach man to be kind, and even pride should sanction what our natures need.—Mary Baker Eddy

The flowers are nature's jewels with whose wealth she decks her summer beauty.—George Croly

Nature hath appointed the twilight as a bridge, to pass us out of night into day.—George Fuller

Montclair Theater Signs Faye Emerson

Harold J. Kennedy, who has leased the Montclair (N. J.) Theatre for ten weeks of summer stock beginning July 16, has signed Faye Emerson for what will be her only stage appearance this summer. Miss Emerson will star in S. N. Behrman's comedy, "Biography," the week of July 25-30, following Mr. Kennedy's opening bill, Zachary Scott, will open the season on Saturday evening, July 16, and play through the following Saturday evening. All subsequent bills will open on Monday evenings with matinees on Wednesdays and Saturdays.

The box office opens next Tuesday, July 5, for the sale of tickets. The prices Monday through Saturday:

Young Virginia made her debut on Broadway last season appearing with Kip Stanley in "The Traveling Lady," but her engagement in the gay comedy starring Billie Burke marks her debut on New Jersey footlights.

Although not quite ten years old, Virginia is probably the hardest working star on the NBC and CBS television networks. Among her acting credits are Suspense, Big Story, Hallmark Theatre, Jack Benny Show, Jane Froman Show, Hit Parade, Armstrong Circle Theatre, Studio I, Kate Smith, Arlene Francis' Home Show, Howdy Doody, and Portia Faces Life.

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ary Scott in "The Moon Is Blue," which will be offered July 16-23. The Montclair Theatre, probably the closest summer theatre operation to New York (only 35 minutes by car from Sardi's), is being completely refurbished and air-conditioned for its gala opening. Mr. Kennedy will adhere strictly to the star system the entire season and in addition to the two initial bills, has already booked such stellar attractions as Gloria Vanderbilt in "Picnic" (Aug. 8-13) and Franchot Tone and Betsy von Furstenberg in "Oh Men, Oh Women," (Aug. 22-27).

Mr. Kennedy, well known in summer theatre circles, especially in the Jersey area, last served as producer of the Princeton-Summer Theatre from 1947-49. Most of his time since then has been devoted to lecturing throughout the country on the theatre and to extensive film work as an actor, most recently with James Cagney in "Run For Cover." He will also be remembered as the author of "A Goose for the Gander," which he wrote especially for Gloria Swanson and in which he also appeared opposite the star both on Broadway and on tour.

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day evenings will be \$3.30 for all and Saturday matinees will sell orchestra seats; \$2.75 for the mezzanine and \$2.20 in the orchestra, \$1.65 in the balcony. The Wednesday in the balcony.

COOL LIBERTY advertisement for OLIVIA deHAVILLAND and GILBERT ROLAND in the play 'That Lady' starting Sunday.

STRAND advertisement for 'Daddy Long Legs' featuring Fred Astaire and Leslie Caron, starting Sunday through Saturday.

Advertisement for 'TOP OF THE WORLD' featuring Frank Lovejoy and Evelyn Keyes, starting Sunday through Saturday.

Advertisement for 'HELL'S ISLAND' featuring John Payne and Mary Murphy, starting Wednesday through Saturday.

Advertisement for 'BLACKBOARD JUNGLE' featuring Glenn Ford, Anne Francis, and Louis Calhern, starting Saturday matinee.

W.C.T.U. Meets In Millburn advertisement for the Woman's Christian Temperance Union meeting.

SMITH AND SMITH FUNERAL DIRECTORS advertisement for an outstanding service.

AMBASSADOR SERVICES advertisement for personalized advertising and sales and service.

RCY TELEVISION SERVICE CO. advertisement for television, radio, and car radios.

Advertisement for 'air conditioned comfort...' as part of a thoughtful service.

Advertisement for 'STEWART-ALYSON Strategic Air Command' featuring a 'Double Jeopardy' game.

Advertisement for 'PAPER MILL PLAYHOUSE' featuring a play by Billie Burke.

Advertisement for 'GUYS & DOLLS' featuring a play by Billie Burke.

Advertisement for 'Water Works' featuring water supply services.

Advertisement for 'COMMONWEALTH WATER CO.' featuring water supply services.

Advertisement for 'PACKARD SAMUELS' featuring car sales and service.

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# CHANNEL LUMBER -- Important Cog In Growing Community, Looks To the Future

Residents of Springfield who have had occasion to shop in the fabulous Channel Lumber Company drive-in supermarket on Route 22, just opposite Howard Johnson's, may not realize the state-wide and even nation-wide fame this local institution has earned. Shoppers from all parts of New Jersey jam into this music-filled lumber yard with air conditioned show rooms and it gets so crowded despite the acres of free parking space (more than 6,000 pass-through on a busy week end) that the clerks wear red shirts or hats so that they can be spotted in the milling crowd.

New departments — new lines are being added to the now-enlarged Channel operation — and, because it is so easy to reach from any part of the state, the management has added to its trained sales force to take care of the anticipated increase in business. D. S. Lenny, manager of the Channel operation here is a Springfield resident.



**PLENTY PARKING SPACE**—Drive-in facilities field's newest in self-service. Over 6,000 pass make easy for Channel Lumber Company customers through on busy week-end. Neon sign, 52-foot-high, helps locate Springfield.

Metropolitan newspapers have recognized the Channel Lumber operation here in Springfield as something unusual in sales and the Wall Street Journal recently had the following to say in its columns, written by Staff Reporter Brenton Welling, Jr.:

Located on a busy highway intersection in this suburban town is a music-filled lumberyard with an air-conditioned showroom. Besides wood, it sells such things as dog leashes and candy.

Every weekend the management gives away coffee and doughnuts, and when the spirit moves it, hot dogs. A 52-foot high neon sign, topped by blinking lights, urges motorists to drive in.



**LIKE BUYING GROCERIES**—Check-out lanes keep the lines of purchasers moving.

But the success of the year-old Springfield branch of the Channel Lumber Co., headquartered in Newark, has foundations more substantial than this rattle-dazzle. The yard stays open every weekday till 9 p.m., and it's open Saturdays and Sundays, too, till 6 p.m. It sells lumber already cut in just about every size and shape from quarter-inch round pieces to pre-cut garages. No dirty, chipped or twisted wood is sold.

**A Deft Mix**

The yard's prosperity has been built by capitalizing on a combination of important postwar economic trends. It's a drive-in store surrounded by a huge parking lot, uses supermarket retailing methods, and department store type pricing. It's located to take

full advantage of the move to the suburbs and offers its wares in a manner to cater to the suburban home owner's wish to do-it-himself.

**A Super Market**

Channel calls its local yard a lumber super market, with much justification. Each bin containing wood of one kind and size is price-tagged, often with a "bargain" price like \$1.98, and customers

demonstration of how to carry out a particular project, such as building a closet, installing a window or even laying an asphalt driveway that comes in package form. Each demonstration lasts 10 minutes to an hour and is repeated at intervals during the weekend. Teachers are factory representatives as well as Channel salesmen. Classes are generally limited to 25.

"The way things are going we may have to give up our big yards in Newark one day and devote all our time to Springfield," says Mr. Charin.

In Channel's Springfield yard, the suburbanite intent on putting around his place can find about anything he needs with minimum effort. Until recently each piece of wood had its price stamped right on it, and according to Mr. Charin, "we may go back to that system yet. Despite the extra work, it pays."

**A Three-Hour Looker**

"Customers are completely free to browse without interference," Mr. Charin states and adds, "We once timed a man who spent three hours just looking."

For some distinctly unprofessional terminology, "Don't think that's easy for men who have spent years selling to carpenters and professional builders," Mr. Charin points out.

"Home-owners come in and want a 'four-by-two' for example, no one laughs. We give him a 'four-by-two'."

If a purchase won't fit in on a customer's car, Channel will deliver. The yard will give a three-month-to-pay charge account to any customer who has equity in a home.

"That," says Mr. Charin, "is all I need to tell me a man is a worthwhile risk. Losses have been negligible from our charge-account customers."

**Buyers: "From All Over"**

Springfield is in the center of a 40-mile-diameter circle of single-family, suburban homes in northern New Jersey. "From all over,"



**SELECTING MERCHANDISE**—Customers find exactly what they want by looking in the right bin. Lumber is cut to fit all needs and displayed for easy selection.

according to the busy lumber dealer, "people climb into their cars and come shopping for their home needs at Channel." They're drawn partly by Channel's full-page newspaper ads, occasionally in color.

It's to accommodate this clientele that the yard stays open nights and Sundays. "In all we're open 84 hours a week," Mr. Charin says.

Surveying his 12,000-square-foot building, Mr. Charin will tell you with a sigh, "One thing always seems to lead to another around here. We had a little space out back so we started selling grass seed last spring. Then we had to sell lawn sprinklers, garden furniture, and finally power mowers."

After the expansion, plans call for the erection of some model homes: Channel is next turning to the prefabricated home business. "After that," claims Mr.

**30th Year Service Button**  
James H. Frank, 38 Fieldstone Drive, will receive a 30-year service button this month at Esso Standard Oil Company's Rayway Refinery in Linden. Mr. Frank is a foreman in the Transportation Department.

**On Tax Committee**  
Jay R. Doros, of 52 Kew Drive, Springfield has been appointed to the Committee on Taxation of the Hudson Chapter, N. J. Society of C. P. A.'s. Mr. Doros has his office in Bayonne and has been living in Springfield for the past year.

Many do with opportunities as children do at the seashore; they fill their little hands with sand, and then let the grains fall through, one by one, till all are gone.—Thomas R. Jones

**Everything for the Garden**  
... there's still time to plant

- Perennials - Annuals - Rose Bushes in Bloom
- Finest Evergreens - Seeds - Fertilizers
- Humus - Peat Moss - Insecticides

Prices That Are Reasonable

**South Mountain Nurseries**  
Established 1930  
Millburn Ave. & Vaux Hall Rd., Millburn  
Open Daily & Sunday Until Dark — MI. 6-1330

**MODERN FINANCING FOR NEW CARS**

Take advantage of our up-to-date financing plan when you buy your new car. Low cost; convenient monthly payments, and you can place your automobile insurance with your own agent. Full information will be furnished on request.

**THE FIRST NATIONAL BANK OF SPRINGFIELD**  
Member Federal Reserve System  
Federal Deposit Insurance Corporation Member

**LIDO DINER**  
Private Room For Small Parties  
Open All Day & Night

**Our Complete Menu Offers Tempting Food For Every Appetite**

Bring in your date, your client, your family for fine food and superb service.

On The Island Rte #22, Springfield  
All Baking Done On Premises

**Stop**

**Go Refreshed... Teed**

**Canterbury the Vigorous TEA!**

Become alert, alive again—with vigorous Canterbury Tea over ice. So full-flavored it won't "water out" Steep Canterbury Orange Pekoe & Pekoe a full 5 minutes, ice—and get a fresh start!

**at SAFEWAY**

## OBITUARIES

**Fred J. Hodgson**

Services for Fred J. Hodgson, 67, of Hackettstown, former supervising principal of Springfield schools who died Saturday, were held Monday night at the Cochran Funeral Home, Hackettstown. Burial was in Concordia Lutheran Church Cemetery, Chestnut Hill, Pa., Tuesday.

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Mr. Hodgson's memberships included Continental Lodge 190, F&AM of Millburn, Lions Club, American Legion Post of Springfield and the National Education Assn.

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**72%** CARAC CHLORANE wipes out ants, Jap beetle grubs, fleas, white grub, chinch bugs, lawn moths, all your lawn's worst insect enemies—and ticks, too. One application grubproofs for 4 years. One pint of this super-concentrate equals 20 lbs. of ordinary 5% chlordane dust—and it costs about half the price!

**CARAC PROFESSIONAL CONCENTRATES FOR THE HOME GARDENER**

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272 MILLTOWN ROAD, SPRINGFIELD  
MILLBURN 6-0440  
VISIT OUR BIG SHOWROOM

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America knows value... and is making today's Pontiac the most popular Pontiac ever built! And it's no wonder, because Pontiac provides so much more of everything you want in a fine car.

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\*Optional at low extra cost; 180 h.p. standard.

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**ANDERSEN PONTIAC, Inc.**  
326 MORRIS AVENUE, SUMMIT, N. J. SUMMIT 6-9150



# CHANNEL LUMBER -- Important Cog In Growing Community, Looks To the Future

Residents of Springfield who have had occasion to shop in the fabulous Channel Lumber Company drive-in supermarket on Route 22, just opposite Howard Johnson's, may not realize the state-wide and even nation-wide fame this local institution has earned. Shoppers from all parts of New Jersey jam into this music-filled lumber yard with air conditioned show rooms and it gets so crowded despite the acres of free parking space (more than 6,000 pass through on a busy week end) that the clerks wear red shirts or hats so that they can be spotted in the milling crowd.

New departments — new lines are being added to the now-enlarged Channel operation and, because it is so easy to reach from any part of the state, the management has added to its trained sales force to take care of the anticipated increase in business. D. S. Lenny, manager of the Channel operation here is a Springfield resident.

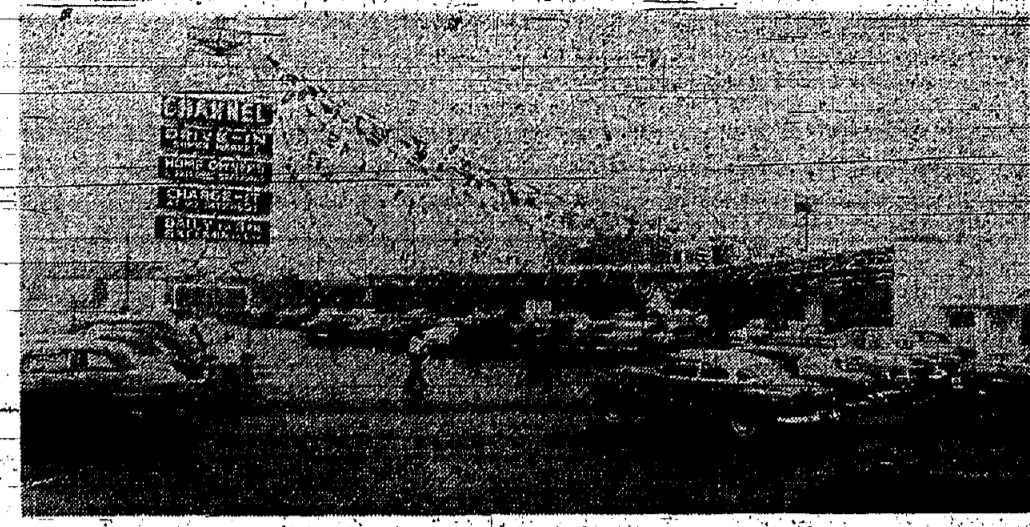
Metropolitan newspapers have recognized the Channel Lumber operation here in Springfield as something unusual in sales and the Wall Street Journal recently had the following to say in its columns, written by Staff Reporter Brenton Welling, Jr.:

Located on a busy highway intersection in this suburban town is a music-filled lumberyard with an air-conditioned showroom. Besides wood, it sells such things as dog leashes and candy.

Every weekend the management gives away coffee and doughnuts, and when the spirit moves it, hot dogs. A 52-foot high neon sign, topped by blinking lights, urges motorists to drive in.

But the success of the year-old Springfield branch of the Channel Lumber Co., headquartered in Newark, has foundations more substantial than this razzle-dazzle. The yard stays open every weekday till 9 p.m., and it's open Saturdays and Sundays, too, till 6 p.m. It sells lumber already cut in just about every size and shape from quarter-inch round pieces to pre-cut garages. No dirty, clipped or twisted wood is sold.

A Def. Mix  
The yard's prosperity has been built by capitalizing on a combination of important post-war economic trends. It's a drive-in store surrounded by a huge parking lot, uses supermarket retailing methods, and department store type pricing. It's located to take



**PLENTY PARKING SPACE**—Drive-in facilities field's newest in self service. Over 6,000 pass made easy for Channel Lumber Company customers through on busy week-end. Neon sign, 52 foot high helps locate Springfield.



**LIKE BUYING GROCERIES**—Check-out lanes keep the lines of purchasers moving.

full advantage of the move to the suburbs and offers its wares in a manner to cater to the suburban home-owner's wish to do-it-himself.

**A Super Market**  
Channel calls its local yard a lumber super market, with much justification. Each bin containing wood of one kind and size is price-tagged, often with a "bargain" price like \$1.08, and customers

can serve themselves. Customers can drive right into the yard and load wood into their cars; they pay at a check-out point. If the lumber won't fit in the car, buyers can borrow a car-top carrier on payment of a \$6 deposit. Soon the company will supply its showroom customers with wire market carts to push in true supermarket fashion.

Each weekend the yard gives a

demonstration of how to carry out a particular project, such as building a closet, installing a window or even laying an asphalt driveway that comes in package form. Each demonstration lasts 10 minutes to an hour and is repeated at intervals during the weekend. Teachers are factory representatives as well as Channel salesmen. Classes are generally limited to 25.

"The way things are going we may have to give up our big yards in Newark one day and devote all our time to Springfield," says Mr. Charin.

In Channel's Springfield yard, the suburbanite intent on putting around his place can find about anything he needs with minimum effort. Until recently each piece of wood had its price stamped right on it, and according to Mr. Charin, "we may go back to that system yet. Despite the extra work, it pays."

**A Three-Hour Looker**  
"Customers are completely free to browse without interference," Mr. Charin states and adds, "We once timed a man who spent three hours just looking."

If a customer requests help one of the 48 employees who work at the store in two shifts will oblige. To do that, they have to be ready for some distinctly unprofessional terminology. "Don't think that's easy for men who have spent years selling to carpenters and professional builders," Mr. Charin points out.

"If a home-owner comes in and wants a four-by-two, for example, no one laughs. We give him a four-by-two."

If a purchase won't fit in or on a customer's car, Channel will deliver. The yard will give a three-month-to-pay charge account to any customer who has equity in a home.

"That," says Mr. Charin, "is all I need to tell me a man is a worthwhile risk. Losses have been negligible from our charge-account customers."

**Buyers "From All Over"**  
Springfield is in the center of a 40-mile-diameter circle of single-family, suburban homes in northern New Jersey. "From all over,"



**SELECTING MERCHANDISE**—Customers find exactly what they want by looking in the right bin. Lumber is cut to fit all needs and displayed for easy selection.

according to the busy lumber dealer, "people climb into their cars and come shopping for their home needs at Channel." They're drawn partly by Channel's full-page newspaper ads, occasionally in color.

It's to accommodate this clientele that the yard stays open nights and Sundays. "In all we're open 84 hours a week," Mr. Charin says.

Surveying his 12,000-square-foot building, Mr. Charin will tell you with a sigh, "One thing always seems to lead to another around here. We had a little space over back so we started selling grass seed last spring. Then we had to sell lawn sprinklers, garden furniture, and finally power mowers."

After the expansion, plans call for the erection of some model homes; Channel is next turning to the prefabricated home business. "After that," claims Mr.

Charin, "we'll probably lease the rest of our land along the highway to someone who wants to build stores for allied merchandise such as rugs, furniture and appliances. "Before we're through," he predicts, "we'll have a complete homeowner's shopping center."

- 5 POUND CAN FINEST NATURAL HONEY Reg. 1.95 \$1.39
- 5 POUNDS FINEST WHOLE WHEAT FLOUR 69¢
- JUMBO FRESH ROASTED CASHEW NUTS 89¢ lb.
- HEALTH FOOD CENTRE
- 494 Springfield Ave., Summit
- Open Fridays 11:30 P.M.

**Our Complete Menu Offers Tempting Food For Every Appetite**

Bring in your date, your client, your family for fine food and superb service!

**LIDO DINER**  
Millburn 6-1259  
Private Room For Small Parties  
Open All Day & Night

On The Island  
Rte #22, Springfield  
All Baking Done On Premises

**30th Year Service Button**  
James H. Frank, 38, Fieldstone Drive will receive a 30-year service button this month at Esso Standard Oil Company's Bayway Refinery in Linden. Mr. Frank is a foreman in the Transportation Department.

**On Tax Committee**  
Jay R. Doros of 32 Kew Drive, Springfield has been appointed to the Committee on Taxation of the Hudson Chapter, N. J. Society of C. P. A.'s. Mr. Doros has his office in Bayonne and has been living in Springfield for the past year.

**Everything for the Garden**  
... there's still time to plant

- Perennials - Annuals - Rose Bushes in Bloom
- Finest Evergreens - Seeds - Fertilizers
- Mumus - Peat Moss - Insecticides

Prices That Are Reasonable

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## OBITUARIES

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