## ©he \$pringfiel> \$un




## A very fine person visited the SPER Spingfield Sun the other day－just to say＂hello，＂and give us a subscrip

 tion so that，each week．＂
She rayed about the decor of the newspaper－offic and then－asked to sit for a few minutes and enjoy our air walk．We checked the subscription lists the broiling side the name in the rec
Springfieid for more mas her reply．＂We have been residents of Springfied for more than a year but we haven＇t been in regular readers of the city newspapers．But we find that
our neighbors－everybody on the block－ something they read in the Springfield Sun and wa now This business of posing as being above having an nteerest in the local newspaper is only true of a very sma are regular sübscribers－or they buy from our newsboys or at the newsstand．Some still would like to have you gissip，the they call it．Practically everybody tho news big city newspapers－but they can＇t take the place of TRUE EVERYWHERE
Friends isiting from New Hampshire brought a cop
a weekly newspaper published in Newport and the edi tor＇s treatment of the＂small town paper＂is practically the story．of the．Springfield Sun．Their recent editorial on who has not been in the small town newspaper business affiliated writh the hick press，so－called，could possibly be arise daily
Probably no other small business becomes so involve or unknown to the editor． newspaper looks for the sensational story．It proispersio murder，scandals，violent accidents，－political feuds．That is its nature．It caters to what its readers want and th

The small town press is different．It deals in volume of news about the people in its own area．It plays down crime brighter thing in life It prefers to hav a story about progress to one dealing with scandal．It often treats a news，Items which the daily considers advertising． neral．That is advertising and should be inserted as paid death notice，they maintain．
the community is entitled at the basist－that a membe inth，at graduation at marriage and at death，believes that the time of
The big daily is concerned only withe the prominence of the person who dies．The weekly is concerned only with and duly chronicles the sad story with no thought of com mercializing it unless it is accompanied by advertising．The small town newspaper welcomes the advertising but prints the story， event to which an admission is charged unless an adver－ isement is inserted．That includes benefit plays，high that the newspaper should not be requested to promote uch events at its own－expense when the people who own ferees get paid，and many an out stretched palm＿解 small town newspaper prints then all but the organizations－which sponsor such events plunk down CERTAINLIT WE－GANSPEL
The－business is unique in that it is part manufactur
ha，part retail，part distribution，part wholesole，part literary．In every phase it can please or hurt people with out effort and often without awareness proof to some that the printers are dumb－heads，the edi－ or is initerate，the proc bind，and the entire organization careless．
in black and white for the world to see and one，inscribe If it sufficiently ludicrous，the boner will get added circulation and extra attention in the New Yorker or the Readers
But that＇s the nature of the business and thankfully those．who read the community weekly and like it for wha York－Times．
But we of the so－called small town press，even when compared unfavorably with the metropolitan daily，con has a more intensive coverage here than the New York Times has in its city of eight million people．The big papers make＂boo－boo＇s＂in spelling and there are many trans－ reading．While it is true that the hometown newspaper does not fully cover the disarmament conference in 工ondon or mention in the New．York Herald Tribune or even the New－ ark Evening News about the 65 year old clock in the First are having a picnic at the Oid Evergreen Loder or the local schools open Sepitember 5．Those are strictly exclid－ ive items for the home forwn newspaper

| 10 | OBITUARIES | sisters，Mirs．Grace Smith of East Orange and Mrs．Edna Reck o Upper Montclair； |
| :---: | :---: | :---: |
| Eaditor，Su | －nathan weinberg－ |  |
| A A condition exists it in oir town | ${ }^{+}$Nathat Weingerg，of 60 Warwick |  |
| which may have been ovoritiokeal |  | field |
| Greene Shopping Center and |  | Young F |
| doubles dil wish to reme | Sp |  |
| on the Linden Alaenue | ， | Cemetery，Chatham． |
| 碞 |  | ter m．charles＂ |
| cil debris．is residing in |  |  |
| ther unsighty approach to |  | emormage at his hom |
| $\begin{aligned} & \text { epsen } \\ & \text { ins } \end{aligned}$ | ${ }^{\text {Ben }}$ | Thursiay．He was is |
| Itertion of tie proper pers | Jani | $\mathrm{v}^{\text {He we was harn in willian }}$ |
| Respectfully yours， | Rose Rothma，Edan Brown， |  |
|  |  |  |
| fietd Chapter | Johv w | He is surv |
| American Ort would like |  | Mrs．M |
|  |  | Herman of Berkeles Heights and |
| Surtsies and favorable enadiling | Born in Ha | Mrss Surame Rahe |
| our publicty and |  | ot springtield， |
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|  |  |  |
| Mrs．Vana Croutch |  |  |
| siditht． | is survived by his wife， | Reve Bruce |
|  |  |  |
|  |  |  |
| Annual Picnic |  |  |

Jean McMurray to Attend Bucknell LEWISBURG，PA．．，Aug．19－
Bucknell University is．preparing
to greet a freshman clas to greet a freshman class of more
than 650 men and women－who will arrive on the campus September
14 for a four－day orien gran arior to the orientation pro ${ }_{\mathrm{P}}^{\mathrm{l}}$ President Merle M．Odgers．wil
officialy welcom
dents dinits and welcome the new stu
dent parents first assembly of the class of 198 is held－to mark the start－of the
Freshman Week program．－ Formal opening of the Univer－
sity for her 122 th year will he ob－
served al Convocation exercises
Sept－ 25 ．
 Rockefelier Institute fot Medical
Research．
Studente admitted to Bucknell in the freshman class inclelide Miss
Jean． E ．Mch Murray，diughter of
Mr．and Mrs．John R．Mchurray Miss Mcलyurzay was graduated
this year from Jonathon Datton

Regional High School where she | s． |
| :--- |
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| se |
| en | Bucknell she will stugrams，for tht

degree of bachelor of science－in degree of bachelor
music education．




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fulltimee job, mother
junior to his first -day in kinder
junior to his first -day in kinder-
marten.. syeh are ha major events
in the lives of many people during
Marten... such are the major- events
in the lives of many people during
the days and weeks of of late sum-
the days. and way see a flurry here
mar. Others man of red, occasionally an
and there
and there of red, occasionally an
odd shade of green, as their
friends. start off in new outfits.
friends. start off in new outfits
Such lost souls may not realize the
hours of preparation hours of preparation needed for
each seemingly -casual ensemble each seemingly -casual ensemble
Nor may they realize that they
could find help in selecting their could find help in selecting
own clothes in a library. own clothes in a library.
Did you Know that your libra The Free Library of Springfield
subscribes to fifty magazines subscribes to fifty" magazines,
among which are such leading
fashion magazines as Mademoiselfashion magazines as Mademoisel
le," Seventeen, and Vogue. Here are
the answers to your the answers io your question
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a short time, a week or ten days. 2 short time, a, week or ten days.
A totally delightful and informal A totally delightful and informal
ives book is Elizabeth Haves
ives latest manuscript, "It's ${ }^{\text {St }}$
Spinach" The aim of this book not to make people carbon co
of the current fashion, but ra th individualize their dress $t$ their given personalities. "P
models may be fashionable. then-fashion
Miss Haves.
Miss Lawes.
Clair McCardell has written interesting and worthwhile bo for the woman bred with present wardaobe and_looking for
a new, inexpensive if means, of recreating her order
clothes. "What Shill'I Wear?" in clothes. "What Shall I Wear?" in
eludes, among other suggestions, cludes, among other sag of jew-
many revolutionary uses
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mical, costume or home-made pieces of jewelry. Homes an
McCardell both Emphasize the McCardell both Einphasize
what, where, when and how What, where, when and how much
of fashion, offering helpful tips to of fashion, offering helpful interested but innocent in
this field. Does it sound impossible dress well on $\$ 1$ a day? Bea Dan-
wile has written a book called ville has written a book called
just that, "Dress Well on $\$ 1$ a
Day", offering to you the experDay", offering to you the exper-
ience she has had in l living in the world of fashion, and looking
the part, on "smaller the part, on a "smaller-than-
most" budget. Buying a winter coat; when is. sale time really bargain time; what is the essence
of chic; and,, does that depend of chic; and, does that depend
on the dollar, are discussed. It
is wise to take advantage of the is wise to take advantage of the
experience of one who knows so thoroughly the fashion world and
corners which may be cut in saveing money; for example in save. prices, sewing, remodelling, ac-
cessories, etc. cessories, etc.
Perhaps the most-complete-and
versatile book published on fashversatile book published on fash-
ion and your place in the realm ion and your pan's "Dress Smart-
of dress is Ryan'. Here Miss Ryan -has orevented a 100 point guide which
clearly and without extraneous clearly and whew the reader
information shows he individual
what is good for her what is good for her individual
face, figure, and personality face, figure, and personal to
(budget included) and, what
wear for different occasions: wear for different occasions: such
as, a dinner party in the country, or a gala affair in the big city.
It is recommended to those who it is recommended both beginning to concenrate upon an organized wardrobe and those who for years
have carefully planned. their
clothes buying clothes buying.
Gentlemen . . do not despair, your library has remembered
you. Esquire has very -recently you. Esquire has very-recendy
published a book, edited by
Birninmgham, called "The FashBirningmbam, called "The Fash-
jon- Guide for ail "Occasions." Furthermore, Bacharach's "Right
Dress", lends the reader varied information; how to pick the
right clothes, when to wear what, right clothes, when to wear what,
how to remain comfortable while how to remain comfortable- when
fashionable, what totookk-for when
buying accessories, buying accessories, and how to
care for clothing. Both -of. these should--help-the young man _se-
letting clothes for school or for
his first important job. his first important job. Before you buy $\ldots$ know what
you are looking for and what, you are looking for and what,
amon s the variety of current de.
signs, is best for your personality, signs, is best for your personality,
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THE SPRINGFIELD SUN, THURSDAY, AUGUST 22, 195


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## CATHOLIC INFORMATION



 Inside the catholice chürch, the lig light a breze twirring
show toze the pillar show dozens of people scittered through the pews. Sweat stands
out on their foreneads. They shift from one knee to the other
as they try to keep their clothes from getting too firm a grip - ast they thery to keep their clothes from getting too firm a grip
on their bodies. "We've got you now, Fathe", They could say. "We're going
to take our turn one by one, pouring into your eor "w scraped from our one souls by a a careful examination of conscience
Big sing


 To us it will
in God's love.
really "Nino o'clock already? He's been hearing since seven. He that. Helll stay in there until there isn't another soul to be heard on How does he stand it wrapped in black from his chin
to his toes. . . with a collar of starehed line to to his toes. . . with a collar of starched linen to cated the per
spiration rolling down his throat spiration rolling down his throat ... Doesn't he ever get sick
of it? The same thing over and over again. It must get awfully
monotonous. "Only seven left to be heard now. Hang on, Father! You'l be free to take a shower in about twenly minutes. "Now it's my turn. Itl be glad to have a a good conscience
again. Two minutes in the confessional (Hope $I$ don't swead again. Two minutes in the conessional' (Hope I Ion't weai
through this coutt), and then peace- A fresh. start with God
another chance to prove myself with Him. another chance to prove myself with him. ."tart
St. Janes Catholic Information
A. L. Kirby, Chairman 14 Remer Avenue

First Church of Christ. Scientist
292 Sprugried Avenue. summutr. N .2 .




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 COD FILLET $\begin{gathered}\text { foath } \\ \text { Bonteas } \\ \text { Iv. } 49\end{gathered}$

SWISS STEAKS tomidy 79

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| Morisig a |  | Prime Meat Fresh-killed Poultry Fresh Fish Free Parking In Rear 254 Morris Avenie Springfleld | 197 Hillside Avenue SPRINGFIELD DRexel 6-4276 |  | He had an usually keen eye for grades and their rhythmic beauty and designed his roads around hillocks, with water and sewage problems in mind, when nearly villages were cutting roads straight up hills. The-first-pump.house; built |
| Bakeny | - FUEL OIL. -COAL | Pen Daity 8 to 6 | $-\begin{gathered}\text { senvice } \\ \text { stations }\end{gathered}$ |  | $\begin{aligned} & \text { the bowl which is now covered by } \\ & \text { the present Short Hills Club lake; } \\ & \text { water was pumped by steam from } \end{aligned}$ |
| SELMANN |  | dainy phodicts | BALDWIN'S SHELL STATION Gits - OH - Lubicatios Washing a Polshing Call For \& Delivery serme DREXEL 9.9831 |  | there. to the first. reservor on topof the hill, east of Highland Ave-nte, where Mr. Whaley's housenow stands, then a dam was builtalong Lake Road and another atParsanage Hill Road, forming twolakes known as North and SouthAmerica, which Iater was enjoyedfor-swimming and skating. |
| Morric |  | CH |  |  |  |
| DRexel 6.120 | FLODR COVERING | Martrmill | Mountain \& S Springtiald-Ava $\qquad$ SPRINGFIELD | - WATERPROOFING - | Built Pump Fonses Sand filters were built in the bottom on the cab voir to the south of it, where an |
| - miecs ${ }^{\text {P }}$ | LINOLEUM \& CARPET FACTORY OUTLET - Linoleùm 'Tile Broadloom From the nation's leading manu ROUTE 22 SPRINGFIELD DRexel 6-5220 |  |  |  |  |
|  |  | Delivered Eresh trom Our Nearby Farm Call ... <br> MILLINGTON 7.0025 | DREXEL 6-3181 <br> - Industrial - Commercial <br> - Residential <br> 72 Forest Dr., Springfield, N. J. |  | road on the Hartshorn homestead property, and still later, on the wa- ter bearing lands between Millburn and Springfield; where a number of artesian wells were driven. $\qquad$ |

## ©

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