

The East Haven News

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Appeal Launched Here To Cancel Polio Fund Deficit

As polio-fighting funds throughout the nation reached dangerously low ebb, volunteers in New Haven County today joined 3,100 other chapters of the National Foundation for Infantile Paralysis in opening a coast-to-coast Emergency March of Dimes.

Interrupting their own vacation season, volunteers will make an urgent drive the rest of the month to replenish polio funds. The unusual emergency collection comes as the polio season reaches its height — but with national March of Dimes funds at least \$20,000,000 short of 1954 needs.

"The shortage is serious," Matthew Anastasio, County Emergency March of Dimes director, said. "We must have more money to pay for a double load — record polio patient care and the polio prevention program with its thrilling hope for the future. We know that we appeal at a difficult time of the year when people are on vacation. But polio takes no vacation. Patients need help now. The prevention program must not be halted."

On Monday a letter appeal for emergency funds will be mailed to every household in the county. Self-addressed envelopes will be enclosed for contributions, Anastasio said.

Mr. Anastasio explained why polio funds for 1954 are so short. The 1954 March of Dimes drive, he said, raised \$55,000,000 but this was \$20,000,000 short of the \$75,000,000 known to be needed last January for all programs including new polio prevention efforts such as the vaccine trials gamma globulin. High national polio incidence now indicates that even \$75,000,000 may not be enough.

The largest single amount expended in the polio program last year was for care of patients: \$29,734,000. This item could total \$33,500,000 in 1954 if incidence remains high.

To pay for the nationwide polio vaccine trials — in which 625,000 children received injections and 1,800,000 participated — and to purchase double the number of doses of gamma globulin used last year for short-term protection, up to \$26,500,000 is needed. The effectiveness of the vaccine now being evaluated by a professional staff of about 150 at the University of Michigan.

The remainder of the needed polio funds — \$19,800,000 — is for continued research, professional education, medical and community services, public information, administration and all other costs of the polio fight.

"We cannot abandon polio patients who need our help," Mr. Anastasio said. "Nor can we strangle the programs of polio prevention and research that have brought us so far toward the defeat of polio. Everyone now must help keep this faith."

The emergency drive will continue through Aug. 31.

Deadline Announced For Exchange Club Fishing Contest

Next Thursday will be the final day for children to register for the annual Fishing Rodeo of the East Haven Exchange Club, according to an announcement by John Esposito, publicity chairman. Approximately 130 children have already signed up for the "rodeo" which will be held on Saturday, Aug. 21 at Lake Saltonstall.

All children between the ages of five and 16 are eligible to participate in the fishing contest which will be conducted all day. Refreshments and sandwiches will be served to the children free.

Directors To Meet
A special meeting of the club's board of directors will be held at the Annex House next Wednesday evening, at 7:30. John Kmetz, president, has issued a request for all directors to attend for an "important meeting". Those unable to do so are being asked to contact him.

To Attend Convention
Sid Sansone and Joseph Mancuso have been selected as delegates from the club to attend the national Exchange Club convention which will be held in Louisville, Ky., during the week September 29 to October 4. Alternates selected are Henry De Vita and John Mele.

Alumni Meet Sun.
Alumni plans for observance of the 50th anniversary of the Connecticut Junior Republic, in Litchfield, will be discussed at a special meeting of the state chapter, in the Junior Republic's Town Hall, Sunday, (August 15) at 2:30 p.m. Alumni President Daniel J. Adley, of New Haven, will preside.

The Camera Sees All Knows All

LeRoy Jordan, secretary for the Board of Public Safety, walked into the Town Hall office of Sal Longobardi this week and asked him: "Have you ever been to Canada?" The tax collector thought a minute and replied that he had visited Canada with his wife in 1949.

Jordan then pulled out a souvenir booklet entitled "A Visit To Saint Joseph's Oratory" — the oratory is in Quebec — and showed him a photograph of a couple of pilgrims walking up the stairs to the shrine. The couple was none other than the tax collector and his wife.

Longobardi says he doesn't recall being photographed. The booklet was printed in 1953.

Kids Out Of Luck - Toilets Out Of Order

Children using Memorial Field for their sports and other play activities have had to go elsewhere these past several weeks if they wanted a drink of water. Because of a faulty drain the fountain was flooding a large section of the play area and the water had to be turned off.

Although the fountain had been in this condition for at least the past month or so, Town maintenance men have made no effort to repair the faulty drain, according to one irate parent.

But, as another parent reflected: "Maybe it's just as well that the kids haven't been able to get any water to drink. The toilets in the nearby field house have been closed down for the past month."

Investigation revealed that the boys' side of the field house has been closed for approximately four weeks because of faulty plumbing. The girls' side has remained open, however.

Town officials could not be reached for comment on the situation.

Almost 60 junior baseball games together with many other activities have taken place at the field which has been in constant use since it was opened in July.

Town Playgrounds Stage Track And Field Meet Today

East Haven children today participated in the annual track and field meet which was sponsored by the Town's recreation department. The meet was held at Memorial Field under the direction of the four recreation supervisors: Joseph Mellillo, Mrs. Mellillo, Jean Hopson and Rochelle Balzano.

Events include dashes, high jump and the broad jump. Announcement of the winners will be made tomorrow.

Prizes Awarded Aug. 26
Prizes for the field meet and for other contests which have been conducted by the recreation department will be awarded on August 26.

Learning Water Safety
Miss Barbara Bolcer, instructor for the intermediate class in the Red Cross Water Safety course now being conducted at Momauguin, shows a youngster how to kick his feet in a practice session on the beach. Nearly 400 children are registered for the instruction which opened Monday.

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Sponsoring Block Dance August 19



The Teen-Agers Club of Silver Sands will sponsor a block dance on Coasey Beach Ave., on Friday evening, Aug. 19, as a benefit for the Emergency Polio Drive which is being conducted here. Admission to the dance will be a donation to the Polio Fund. Teen-agers and adults are all invited. Music will be furnished by the orchestra of Tiny Maricle, with Glen Taylor as vocalist. Members of the committee in charge are shown (left to right): Priscilla Boardman, food committee; Sandra Fleischer, club co-chairman; Rosemarie Zeal, secretary; Frank DeMalo and Bob Slegnano, entertainment committee; Howard Kichanoff, co-chairman; William Wesler, publicity; and Peter Weinstein, treasurer.

"Life Is What You Make It" Dance Sponsors Decided To Help Own Social Life

A group of Silver Sands youngsters who decided that their section needed a little social life and that something could be done about it have organized themselves into a club for that very purpose.

"Perhaps the only organization of its kind in East Haven, the Silver Sands Teenagers Club now boasts a membership of close to 50 boys and girls. Started early this summer, the club has been sponsoring parties, dances, outings and a sports program. Activities are held in the homes of the various members and at nearby beaches.

The group is headed by Sandra Fleischer, 16, of 270 Coasey Beach Ave., and Howard Klebanoff, 17, of 292 Coasey Beach Ave., co-chairmen who started the initial drive to set up a program of social activities. They and other officers of the group meet regularly in Klebanoff's home to plan their activities. The group is under the indirect supervision of parents who keep an eye on its activities and assist in them but let the kids do all the planning.

Planning Block Dates
Recently the club decided that it would like to hold a block dance in the area. After some thought its members decided that the dance could be held in conjunction with a benefit. The club has no need for a large treasury, and a members thought that it would be a community service if they tied their dance in with the Emergency Polio Drive that is being conducted the last two weeks of this month.

With the approval of the Board of Selectmen, the youngsters have arranged for the holding of a dance on Friday evening next week. A section of Coasey Beach Ave. between Catherine and Hobson Streets will be closed off during the hours between 8:30 and 11:30 p. m.

Through the co-operation of the New Haven local of the American Federation of Musicians, the services of Tiny Maricle's orchestra have been secured. In addition, Glen Taylor, New Haven vocalist, will sing.

Adults and teen-agers have all been invited to attend the dance. The only admission charge will be a donation to the Polio Fund. Refreshments will be served from concession stands whose profits will also be contributed to the fund, according to the co-chairmen. The Coca Cola Bottling Company of New Haven has agreed to assist in the setting up of stands and several soda bottles have already donated cases of bottled refreshments for the stands. Merchants in East Haven will be contacted for donations of additional refreshments.

Strike Snag
However, the club has struck a couple of minor snags in setting up its dance. A set of lights has been lent by New Haven but a licensed electrician is needed to install them. Chancy Warner, town electrical inspector, has agreed to help secure an installer.

(Continued On Page Two)



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Education Dept. Asks For \$779,644 Budget

McManus Says Would Accept Conditional Appointment To Zoning Bd.

A vacant seat on the Planning and Zoning Commission continued empty this month after the Board of Selectmen passed over the matter without discussion or action at a meeting last week. In the meantime, George McManus, Republican member of the Commission whose term expired July 31, indicated that he would be willing to accept appointment for only a year, if such would be the wishes of the Board of Selectmen.

Wolfe Re-Appointed
Fred Wolfe Jr., of 10 Bartlett Rd., was appointed to a full four year term on the Board of Finance by the selectmen. His appointment had previously been okayed by the Democratic town committee at a meeting last month.

Wolfe, who had finished out a term begun by George Wood, is a former member of the Board of Public Safety.

The filling of the seat held by McManus involves the question of party control of the commission. Until now the board had a Republican majority of three with Democrats holding two seats on the board.

McManus is personally favored by First Selectman Frank Clancy for another five year term but it is reported that some members of the Democratic town committee would like to see control of the commission returned to their party. They favor the appointment of a Democrat in McManus' stead.

Asks Why Town Has Not Collected Road Repair Bonds
A query as to why the Town has not collected \$1,500 worth of funds pledged toward the repair of streets damaged by several private companies was voiced this week by Anthony V. DeMayo, president of the Lynwood Civic Association.

In a letter to the East Haven News DeMayo asked why Town officials have failed to collect the funds in a period which he said extended over ten months. The civic group president said that the alleged inaction by the Town was penalizing residents on Bradley St., a section of which has deteriorated and which, it is claimed, is badly in need of repair.

First Selectman Frank Clancy said recently that repair would be undertaken as soon as compensation was obtained from private companies which had damaged the roads by excavations or by moving heavy equipment over it. The area in question is the site of the Lynwood development constructed by the E.L. Bowles Company of New Haven.

Letter Follows
To the Editor:
In the July 29th edition of the East Haven News, the article concerning the Bradley Street paving dispute quotes Mr. Clancy as saying that no repairs would be undertaken until the utilities and construction companies had contributed their shares toward financing those repairs.

The agreement whereby these companies were to pay a total sum of \$1,500.00 was made in September, 1953. I advised Mr. Clancy of this agreement shortly after he took office. How then does he justify the failure on the part of the Town to collect this amount? Bradley Street is badly in need of repairs. If the Town alone cannot afford these repairs, why is it that in ten months nothing has been done about collecting the money to make them possible?

In the closing paragraph of the same article, Mr. Clancy is also quoted as saying that Bradley Street would be repaired and that it was on the schedule. This seems to contradict his original stand that no repairs would be made "until the private companies come across with some assistance for repairing the roads."

The private companies have agreed to pay their shares. It's up to the Town to make them "come across". Meanwhile, the residents of Bradley Street and anyone else unfortunate enough to drive through the street, are being penalized for its failure to do so.

Open Air Concerts Return To Green Here Next Tues.
The open-air band concert, something that East Haveners have not been able to enjoy locally since such concerts were discontinued about eight years ago, will return again to the East Haven green Tuesday, according to an announcement by George Miller, chairman of a special Exchange Club concert committee.

The Exchange Club has arranged for three concerts to be given on the local green. Town officials have agreed to set up the band stand and to have lights installed in the concert area. Arrangements for the bands have been made through the New Haven local of the American Federation of Musicians.

The first of the three concerts will be given next Tuesday evening. It will be given by the Governor's Foot Guard Band. A program of music will be announced, and the Exchange Club is attempting to secure a singer for the evening.

The second of the concerts will be given on Tuesday, Aug. 31 by the 102nd Regiment band of the National Guard. The third will be presented on Tuesday, Sept. 14 by Pete Conte and his Connecticut Concert Band. Miller said it is hoped that singers will be obtainable for each concert.

Members of Miller's committee in charge of the band arrangements include: Michael Como, Pat Zampano, Anthony Panagrossi, Mathew Anastasio, Dayton Well,

Eugene Stralinski, Al Bowden, Richard Reilly, Sid Sansone, Peter Linnocelli, John Kmetz, John Esposito and Dominick Calabrese. This is the first time that concerts will be presented here under the auspices of a local civic group.

Local Republicans Get Campaign Plate
Local Republicans will carry their campaign to re-elect a GOP Congress to their automobiles. Town Chairman Mathew Anastasio tonight presented members of the Republican Town Committee with large blue plates proclaiming: "In 1954, Give IKE a Republican Congress."

About the size of license plates and bearing the symbolic Grand Old Party elephant, they are made for attachment above license plates. Anastasio revealed that he had received 100 of these from national headquarters. Tonight's meeting of the town committee was held specially for the purpose of disposing of business so that the regular meeting of the group may be held as a social affair. The meeting which is scheduled for next Tuesday will be held at the home of State Rep. Adelbert C. Mautie of 33 Austin Ave.

(Continued On Page Two)

Chief Priest Warns Trespassers At Three New Schools

Police Chief Edwin Priest this week issued a stern warning to all children and adults unauthorized to enter these properties to stay away from construction work on the new Gerrish and Foxon schools and at the Momauguin School.

Signs are posted against trespassers, he said, and all violators will be presented to the full extent of the law.

Chief Priest also issued an appeal to parents to keep children from the sites of construction, pointing out that all are unsafe for playing.

Kid's Spree Costs \$400 Damage To Momauguin School

A 12-year-old boy who is suspected of causing an estimated \$400 worth of damage to an addition being constructed at the Momauguin School last Saturday was referred to juvenile authorities by local police this week. The youngster has denied the acts testified to by an older companion.

Police Chief Edwin Priest said that the boy is accused of mounting a scaffolding around the walls of the new construction and kicking from it bricks and clender blocks which had been carefully stacked for the workmen. The building materials plunged to the floor of the building and damaged steel netting and tar paper fixed over the floor joists. The netting and paper will serve to hold the concrete when the cement floors are poured.

The 12-year-old was reported to have been in the company of a 16-year-old boy at the time. The older boy, who was questioned by Chief Priest and Deputy Chief Joseph Folio, admitted that he had also climbed the scaffolding but said he did not join the other in his alleged acts of vandalism.

Police said the estimated \$400 damage consisted not only of holes in the tar paper and steel netting but in the clender blocks which were broken or chipped by the fall.

According to police, the 12-year-old has "been involved in trouble before."

Salary Hikes Account For Lion's Share Of Increase
Budget requests of the Board of Education amount to a gross total of \$779,643.76 or an increase of \$107,559.63 over the current budget, according to figures released today by the office of School Supt. R. Vernon Itays.

The total does not include money for the retirement of school bonds which is always handled under a separate category in the Town budget.

The budget requests, now in the hands of the Board of Finance, were approved at a meeting of the school board last Friday evening.

A major part of the budgetary increase consists of teacher salary increases, already approved by the Board of Finance, and the hiring of 13 additional teachers. The increase in the teacher payrolls amounts to \$90,207.50. In addition to this are salary increases for administrators, custodians, secretaries and cafeteria workers amounting to an even \$7,000. The latter have not yet been approved by the Board of Finance.

Other major increases in payrolls consist of the hiring of two custodians (after December 1) for the new Gerrish and Foxon schools, for additional maintenance of buildings and grounds and for an additional school nurse.

Bus Transportation Raised
Another major item which has been raised in the budget for bus transportation which has been increased by \$8,880 providing for two more buses to transport additional pupils and to accommodate special early morning, noon hour and late afternoon transportation for 10 classrooms of pupils who will be on double session until the new elementary school facilities are completed.

The superintendent's release, issued with the approval of the Board of Education, estimates that construction on all three projects may be completed "sometime in early December unless further unforeseen delays occur."

Growth Justified Increases
The release justified the budgetary increases pointing out that they were made necessary by increases in plant facilities and increases in pupil enrollment to an estimated total of 3,400. (Supt. Itays said that the exact figure could not be readily determined, but that enrollment figures at the moment may be within 25 pupils of the total figure. More children are expected to enter East Haven schools as their families move into newly completed homes here.)

The expanded facilities coupled with the increased enrollment has also brought increases in the budget for fuel, light, power, water, telephone, and custodial supplies after the new facilities are in operation. Among the items to be included are the operating expenses for cafeterias which will be included in the new Gerrish and Foxon schools.

The Board of Education reported that it was also able to effect some reductions in budgetary items. It estimated that decreases totaling about \$19,500 were effected under the categories of plant maintenance, classroom rental and capital outlays provided in the existing budget.

Estimate Income
The school board estimated that revenue accruing to the Town as the result of State grants and other subsidy sources during the coming year will amount to a total of \$159,763.00. This estimated revenue total for 1954-55 includes an additional State grant on a per pupil basis of \$7,650.00 and another \$11,900 for the new buildings now under construction. It presupposes that the new Gerrish and Foxon schools and the Momauguin addition will have been accepted by the Town and by the State by May 1, 1955.

Subtraction of the estimated income from the gross budget figure leaves a net total of \$619,880.67 for operational expenses. The amount does not include money which would be needed for the retirement of school bonds during the coming fiscal year. In addition to a reported \$57,000 worth of school bonds to be retired (same as in the current year) may be added \$60,000 worth of bonds due to be retired next May 1 under the latest issue for new school facilities. This would come under a separate category in the budget.

(Continued On Page Two)

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Dance Sponsors

Next the club meets the loan of a place and a public address system. "If we can get these things," says the chairman, "we will be able to put on one of the finest dances this section has seen in a while."

Time to have that next portrait made

Keep the record complete... keep every precious year with a fine portrait of your child. We will make the sitting a pleasant adventure for the youngster. Make an appointment now!

Honorary Officers Of Policemen's Ball



Dep. Chief Folio

Police Chief Priest

Police Chief Edwin Priest has been named honorary chairman, and Deputy Chief Joseph M. Folio, honorary vice-chairman, of the first annual ball of the East Haven Police, to be held October 10 in the Bradford armory. Tickets for the ball will be placed on sale in the very near future. The ball will be the first sponsored by the department in recent years.

Education Dept.

Finance Board Committed While the Board of Finance is expected to award a stipend on the budget total, the amount of cut-back will be seriously limited. The board has committed itself to increases which amount for all but \$17,000 of this. This further cut-backs might mean a cessation of salary increases which the Board of Education has approved or the cutting of other items in the budget.

Would Accept

reappointment originated with this reporter alone. It was suggested to McNamee as a possible solution to the conflict between the desires of the first selection and the Democratic town committee. It was not discussed with Clancy, who was not available for comment.

Volunteer Fire Companies Holding Annual Outing

The annual outing of the East Haven's four volunteer fire companies will be held on Saturday afternoon at the Foxon House grounds, Wilford J. Barber, chairman of the committee, announced.

Time to have that next portrait made

Keep the record complete... keep every precious year with a fine portrait of your child. We will make the sitting a pleasant adventure for the youngster. Make an appointment now!

Fire Prevention One Is Not Fire Prevention Two

Fire Chief Thomas J. Hayes posed a little question for the Board of Public Safety recently. Or at least he thought he did, but it was not until he had been informed that fire prevention was the fire marshal's business and not his.

In his report Fire Chief Hayes proposed to the board the enactment of a local ordinance requiring the use of incinerators equipped with suitable screening. He also noted that the board had informed him at the time that fire prevention was the fire marshal's business and not his.

Now, said the chief, national fire prevention work is coming up in the next few days. He is in charge of the fire prevention educational program conducted in the schools.

Arthur Riccio, Democratic member of the board, "resolved" Hayes' dilemma. "As fire chief," he said, "you are expected to sit by when you see a danger. When you spot something you ought to discuss it with Hainstein (fire marshal) and get it straightened out with him."

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Lady Republicans Planning "Men's Night" August 26

Mrs. John E. Cronney, assisted by members of the executive board of the East Haven Women's Republican Club, are making arrangements for a "Men's Night" program to be held on Thursday evening, Aug. 26 at the Country home at 41 Prospect Rd.

Editor Is Peeved

Perhaps it is every man's lot to know people who will tell him how to run his business whether or not these critics know anything about the field in which he so boldly "expertize."

Subversive Girl Scouts

Bounded by the Eastern seaboard on one side and the vast stretches of the West on the other, the people of the Middle West are somewhat inclined to forget that the United States is one among many nations.

Between The Lines

Connecticut is the only state in the union which does not have election laws requiring the use of direct primaries in the selection of state and local officers.

New Books

Arthur B. O'Keefe Nominated For State Senate Arthur B. O'Keefe, Jr. of Madison, was nominated for the second time as a candidate for state senator from the 12th district at a Democratic convention held Tuesday evening in the Town Hall in Guilford.

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A Case In Point

The controversy stemming from the official and personal activities of Senator Joseph McCarthy goes on and on and on. And the reason does so because the Congress is well as the public in general will not come to grips with the facts which would answer the key question: Is Senator McCarthy a lawful figure devoted to a legitimate cause or is he a political charlatan capitalizing on national hysteria?

It would seem that only a handful of Senators have had the intestinal fortitude to express themselves either for or against their Wisconsin colleague. The rest have taken refuge behind a new time-consuming measure.

Now this editor doesn't for one minute believe that our local CD preparations are adequate and has stated so in print. But, let's see what this lady has to say about them and let's see what SHE has been doing about them.

The lady's answer was that there was no opportunity for her to do her part. Well, this is a question that is being asked of every citizen and let's see what SHE has been doing about them.

The answer to this was that she had never been invited. Maybe the lady needs a special invitation, but the needs of both organizations have been frequently publicized in this paper. Or didn't she consider that to be "news"?

Later this editor checked the list of donors for the last visit here of the Red Cross Bloodmobile. Neither the lady's nor her husband's name were among the list of donors.

Finally, this lady didn't even know the name of our Civil Defense center. Furthermore, she is unhappy about our CD set-up, she certainly never bothered to write a letter to the editor about it.

It's pretty easy to do a heap of talking about a problem, but it's another matter to buckle down and do something about it.

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Under the present act which was declared invalid by the Supreme Court, the 12th district would have had a better chance of going Democratic with the large Republican plurality.

POLO VICTIMS NEED HELP NOW

McGuire backers, so they argue, from spilling off more delegates from the New Haven block, benefitted from the vote of other groups. At that time they were only able to command the support of 13. It was this same unit rule which makes the large number of delegates which Democrats have packed into their convention look ludicrous as they sit there and wait for the chairman to vote their choice en bloc.

MEETING THE CHALLENGE

It is almost typical that demands for the Red Cross should come from dissidents like Vivian Kellens in the Republican ranks or the McGuffee forces in the Democratic camp rebelling against the organization controlled by John Golden. No longer able to control the party organization, they must force seek a liberalized system under which they can exert their influences.

Whatever their motivations may be, their demands are for a new system of selecting candidates which will be adopted by all but four states and which will be adopted by the United States in 1957. Only Connecticut remains with a system which sometimes takes on the appearance of a caucus in presidential elections.

Harold Alger, is of the young men who started work as a stockbroker. Within six months he was made a salesman. In another six months he was made sales manager, and six months after that he was made general manager of the firm. Just short of six months ago, he was called in by the president of the outfit, who explained that he would retire at the end of the year and turn the presidency over to the youth.

A sociologist once said, "Adversity has made many a man great who has remained prosaic, would only have been rich." The wise and prudent man, however, is called the wisest of all Americans, contends throughout his life. He is not a man who develops and progresses, the individual and his personality must be emphasized, and the state of the mass "Society everywhere," said, "is a conspiracy against the masses of every one of its members. Society never advances — it develops only as man improves. The wise and prudent man, however, is called the wisest of all Americans, contends throughout his life. He is not a man who develops and progresses, the individual and his personality must be emphasized, and the state of the mass "Society everywhere," said, "is a conspiracy against the masses of every one of its members. Society never advances — it develops only as man improves. The wise and prudent man, however, is called the wisest of all Americans, contends throughout his life. 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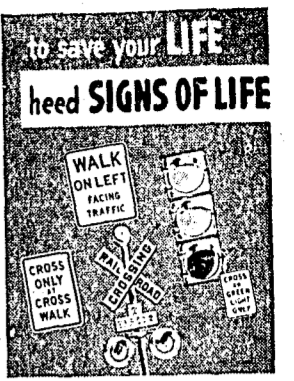


Another Lucky winner claimed \$100 from WNHG for a Lucky Buck today. The winner, Mrs. Harold Saslow, 130 Twin Brook Rd., heard the serial number broadcast over WNHG and compared it with the number on the one dollar bills in her purse. Once every hour, 10 times daily, 6 days per week, WNHG broadcasts a Lucky Buck number, redeemable in varying amounts from \$50 to \$500. \$12,000 is offered every week. Edward C. Christ, WNHG manager, is shown presenting the \$100 to Mrs. Saslow.



Gov. John Lodge recently toured the Safety Car Heating and Lighting Company in Hamden in the company of officials. Here he is being shown a set of relays manufactured by the company. Left to right are William Cable, a director; John Kennedy, vice president of the company; Gov. Lodge; and John Mulhern, of East Haven, an employee of the company and member of the local Board of Finance.

Completes Course In Business Insurance
George E. Munson, local representative of the Aeolia Mutual Life Insurance company, for the past 30 years, recently completed a two-year course in business insurance and estate taxes which was conducted by the Life Underwriters' training Council in New Haven. Munson passed the examinations given at the end of the course.
He has been a member of the Aeolia Quality Club for the past several years and has received the National Quality Award from the National Association of Life Underwriters.



Advertising Cut Can Be Suicide Grocers Are Told

Special To The East Haven News
Retailers who reduce advertising in the hope of cutting operating costs are in danger of committing "business suicide," delegates at the 28th International convention of the Independent Grocers' Alliance in Chicago were told this week.
Orville P. Jöhler, vice president in charge of advertising for the 6,000 stores of the Alliance told the eleven hundred delegates at the convention that "advertising, effective service and low prices are the life-blood of our business."
"To reduce the efficiency of any of these main arteries is the best way to commit business suicide," Jöhler credited advertising with enabling IGA member stores to show a 16 percent increase in business over the first five months of 1954 compared with the same period last year. This, he said, in the face of growing talk about unemployment and signs that business was falling off slightly from recent record levels.
"Is it not logical," he asked, "to assume that the force of advertising that has built our business to the second largest retail food selling organization in the world is the very force that will save it when and if things tighten up."
Jöhler stated that the largest portion of advertising funds for the IGA went into newspaper advertising and was supplemented by radio and T-V shows. "In our business," he concluded, "we must be economy-minded at all times. . . . Let us not forget that we consider the tremendous amount of newspaper advertising we use as good economy."

soy's Island.
The committee in charge of arrangements includes William E. McDonald, of Eastern Machine Sewing Corporation, and Philip Bernstein and Howard Prann, both of Olin Industries, Inc.
New military contracts placed in Connecticut, after declining since mid-1953, were on the increase again in the first quarter of this year and amounted to nearly \$200 million during that quarter.

WESTPORT COUNTRY PLAYHOUSE
POST ROAD, WESTPORT, CONN. AIR-COOLED
NEXT WEEK, AUG. 14-21 (Price as Broadcast)
GYPSY ROSE LEE
with RICHARD DERR
and ANITA ZONE
"DARLING, DARLING!"
Directed by JOHN C. WILSON
NOW PLAYING Through Sat., Aug. 14
BARBARA BIRD GEDDES
in "THE LITTLE HUT"
with NANCY MITCHELL
and HENRY SHERMAN
Telephone: Capitol 7-4177

Can't Use It? SELL IT THROUGH THE WANT ADS

BALANCE . . .
makes a big door respond quickly to manual or electric operation, moving easily into open or closed position. For your garage, demand a quality door—perfectly balanced, expertly installed by trained men and promptly serviced.

THE OVERHEAD DOOR
TRADE MARK
FOR GARAGE - FACTORY - WAREHOUSE
WITH RADIO CONTROL

OVERHEAD DOOR CO., INC.
BOSTON POST ROAD ORANGE
LOCAL SALES & SERVICE
PHILIP SAUNDERS
Phone HObart 7-2262

Save Money With a NEW HOME FREEZER!

Local fruits and vegetables are at their fresh-picked best, plentiful and priced low enough for you to stock up and save money. See your dealer this week about a new home freezer. Costs little to buy and little to use. Money saved by the freezer will help you pay for it.

THE UNITED ILLUMINATING COMPANY

TOPS IN TUNES

ED CAPUTO'S TOP 20 CLUB

2-5:30 P.M. DAILY

NEW HAVEN'S MOST LISTENABLE MUSIC SHOW

AN AFTERNOON OF PLEASURE

3 1/2 HOURS OF REQUESTED TOP TUNES OF TODAY

LISTEN FOR SURPRISE FREE RECORD OFFER!

WNHG DIAL 1340

Part-Time Workers To Be Interviewed

Special questions on part-time workers will be asked in addition to the usual inquiries on employment and unemployment in the August Current Population Survey, according to District Supervisor George DiCola of the U. S. Census Bureau's district office in Hartford. The survey will be conducted in this area during the week of August 16.
The purpose of the special questions is to provide information on the number of people who work part-time, the reasons for their short hours, and how many work and could accept full-time work. This information, along with similar data collected in previous surveys, will make possible accurate estimates of employment conditions in the Nation, indicating how many persons work part-time from choice and how many do so because of economic factors, such as slack work or material shortages.
Current Population Survey interviews in this area are conducted by Mrs. Eleanor Teitze of Durham, Conn.

New Haven Manufacturers Holding Forum Here

The Executive Associates Forum, an adjunct of the Manufacturers Association of New Haven County, will hold its eighth annual outing Friday at Kelsey's Island, East Haven.
Activities for the day, beginning at 3 p. m., include swimming, boating, softball, horseshoes and other athletic events and plenty of eats. Boat transportation will be provided from the Bartlett Boat House at Mansfield Beach to Kelsey's Island.

THIS WEEK ON WNHG RADIO AND CHANNEL 8															
THURSDAY		FRIDAY		SATURDAY		SUNDAY		MONDAY		TUESDAY		WEDNESDAY			
RADIO	TELEVISION	RADIO	TELEVISION	RADIO	TELEVISION	RADIO	TELEVISION	RADIO	TELEVISION	RADIO	TELEVISION	RADIO	TELEVISION		
WNHG 1340 k	WNHG-TV	WNHG 1340 k	WNHG-TV	WNHG 1340 k	WNHG-TV	WNHG 1340 k	WNHG-TV	WNHG 1340 k	WNHG-TV	WNHG 1340 k	WNHG-TV	WNHG 1340 k	WNHG-TV		
7	News Clock Watcher	7	News Clock Watcher	7	Wake Up And Smile With News	7	News Clock Watcher	7	News Clock Watcher	7	News Clock Watcher	7	News Clock Watcher		
8	Clock Watcher	8	World News Roundup	8	World News Roundup	8	News Watcher	8	World News Roundup	8	World News Roundup	8	World News Roundup		
9	Home House Guest	9	Clock Watcher	9	Breakfast With Stars	9	World News Roundup	9	World News Roundup	9	World News Roundup	9	World News Roundup		
10	Welcome Travellers	10	Home House Guest	10	Breakfast With Stars	10	World News Roundup	10	World News Roundup	10	World News Roundup	10	World News Roundup		
11	Strike It Rich	11	Home House Guest	11	Breakfast With Stars	11	World News Roundup	11	World News Roundup	11	World News Roundup	11	World News Roundup		
12	News Your Show	12	Home House Guest	12	Breakfast With Stars	12	World News Roundup	12	World News Roundup	12	World News Roundup	12	World News Roundup		
1	Listen Ladies	1	Home House Guest	1	Breakfast With Stars	1	World News Roundup	1	World News Roundup	1	World News Roundup	1	World News Roundup		
2	Top 20 Club	2	Home House Guest	2	Breakfast With Stars	2	World News Roundup	2	World News Roundup	2	World News Roundup	2	World News Roundup		
3	Top 20 Club	3	Home House Guest	3	Breakfast With Stars	3	World News Roundup	3	World News Roundup	3	World News Roundup	3	World News Roundup		
4	News Top 20 Club	4	Home House Guest	4	Breakfast With Stars	4	World News Roundup	4	World News Roundup	4	World News Roundup	4	World News Roundup		
5	News Top 20 Club	5	Home House Guest	5	Breakfast With Stars	5	World News Roundup	5	World News Roundup	5	World News Roundup	5	World News Roundup		
6	News Bill Stern	6	Home House Guest	6	Breakfast With Stars	6	World News Roundup	6	World News Roundup	6	World News Roundup	6	World News Roundup		
7	Man On The Go	7	Home House Guest	7	Breakfast With Stars	7	World News Roundup	7	World News Roundup	7	World News Roundup	7	World News Roundup		
8	Roy Rogers	8	Home House Guest	8	Breakfast With Stars	8	World News Roundup	8	World News Roundup	8	World News Roundup	8	World News Roundup		
9	Combs Corner	9	Home House Guest	9	Breakfast With Stars	9	World News Roundup	9	World News Roundup	9	World News Roundup	9	World News Roundup		
10	Fiber & Molly	10	Home House Guest	10	Breakfast With Stars	10	World News Roundup	10	World News Roundup	10	World News Roundup	10	World News Roundup		