

SUNDAY

NORTH JERSEY'S ONLY WEEKLY PICTORIAL MAGAZINE



JANUARY 20, 1963
VOL. XXXV, No. 3

**DEPENDABLE
AUTO REPAIRS**



BERT'S SERVICE STATION

T E X A C O

395 McBride Ave. — LAmber 5-9363
Expert Lubrication—Motor Tune-Up
H. J. Sanford, Prop.

CANDY

TOWNE SWEET SHOPPE TOBACCO

Schrafft's Candies — Country Club Ice Cream

Beer, Wine and Liquors

1046 McBRIDE AVENUE

WEST PATERSON, N. J.

Wilfred R. Marold, Reg. Pharm.

ARmory 4-8731

MAROLD'S PHARMACY

PRESCRIPTION SPECIALISTS

483 McBRIDE AVENUE

PATERSON, N. J.

JOHN J. FEENEY and SONS

FUNERAL HOMES

385 PARK AVENUE, PATERSON 4, N. J. — MULberry 4-4396

232 FRANKLIN AVENUE, RIDGEWOOD, N. J. — GILbert 4-7650

THE JAMES E. MARSTON AGENCY

INSUROR — REALTOR

CLifford 6-2600

11 Center Avenue

Little Falls, N. J.

MULberry 4-8956

MORAN'S DELICATESSEN

BEER — WINE — LIQUORS

459 McBRIDE AVENUE

PATERSON, N. J.

SCHUMACHER CHEVROLET

CHEVROLET — CHEVY II — CORVAIR

Sales — Service

Trucks — Used Cars

8 Main Street

Little Falls, N. J.

SHerwood 2-7738

Residence FAir Lawn 6-0666

JAMES S. SCULLION & SON

FUNERAL HOME

267-269 PARK AVENUE at Madison

Paterson, N. J.

MULberry 4-1496

Open 10 a.m. to 8 p.m. — Monday - Saturday

BROMILOW'S HOME MADE CANDIES

FOR ALL OCCASIONS

Rifle Camp Road

West Paterson, N. J.

MADONNA GIFT SHOP

Religious Pictures and Trade Books — Missals — Bibles
Prayer Books — Complete Line of Religious Articles

MULberry 4-6914

99 Market St., Paterson

252 Wanaque Ave., Pompton Lakes

White and Shauger Inc.

435 STRAIGHT ST. (Cor. 20th Ave.) PATERSON, N. J.



MULberry 4-7880

Gift Department

Living Rooms

Bedrooms — Bedding

Dining Rooms

Furniture Accessories

Carpeting

Appliances

**Free Decorating
Service**

**We Decorate Within
Your Budget**

ZITO STUDIOS

COMMERCIAL -- NEWS -- PORTRAIT

RUSSELL ZITO, Photographer

SWarthmore 6-0104

10-16 Fair Lawn Avenue

Fair Lawn, N. J.



I. PARRILLO

The Man from Equitable asks—

**Will you leave your family a home
—or a mortgage?**

THE ODDS that you will die before you pay off your mortgage are 16 times greater than the chance your house will catch fire. Yet, most prudent families wouldn't think of being without fire insurance. Why be without mortgage insurance?

Equitable's remarkable mortgage repayment insurance plan protects your family against forced sale... loss of savings...or loss of home. Costs are low for this basic protection. For full information call...

I PARRILLO

195 SOUTH MAPLE AVENUE

RIDGEWOOD, N. J.

GI 5-3342

GI 4-9891

Let the man from Equitable bring you peace of mind

THE Chronicle

Published Weekly by

THE CHRONICLE COMPANY

170-172 Butler Street Paterson, N. J.

LAmbert 5-2741

VINCENT S. PARRILLO, Publisher

VINCENT N. PARRILLO, Managing Editor

Entered as Second Class matter August 24, 1926, at the Post Office at Paterson, N. J., under the act of March 3, 1879.

JANUARY 20, 1963 — VOL. XXXV, No. 3

Single Copy 10 Cents



\$4.00 a Year by Mail

The gleam of stainless steel has it — and it shows up everywhere. Gems and precious metals have it in a different way. All minks have it for all women, and some women have it for all men. But almost every woman can endow herself and her home with that elusive sparkle we call glamour.

It's not just good looks, though that's certainly a large part of the glimmer of glamour. Nor is it merely the connotation of wealth and luxury; stainless steel, though it has the trim modern sleekness customarily found in moneyed homes, is actually one of the most economical materials used for flatware and tableware. And who hasn't known women who managed to look out-of-this-world on a very down-to-earth clothing budget?

"Magic; a spell of charm" is the sober dictionary's definition of glamour. Scholars trace the word back to the old Scotch glamer and the still older English gramarye — both meaning magic. In those good old days a girl could buy her glamer from the local witch in the form of powdered mandrake root mixed with various other herbs (you just added water) to form instant love potion.

A more helpful definition is offered by Gloria Wright, a girl eminently qualified to recognize glamour when she sees it. Moving around the country demonstrating housewares to TV audiences, department store customers and women's groups, she meets literally hundreds of women every week. Says Miss Wright: "Glamour in a woman is flair — and flair can be cultivated. The glamorous woman has learned how to present herself. She's also learned to display her home to best advantage — the right setting is important for any gem. Because this knowledge has given her self-confidence, she projects that easy, effortless quality essential to true glamour."

A woman's glamour begins with her home. Sound odd? It isn't, really. That's where she spends most of her time, and the way her time is spent — whether her household tasks are done haphazardly or with scheduled efficiency, whether or not she succeeds in creating a decor that's eye-pleasing and comfortable for both family and guests — is bound to affect the way she looks and acts. But with just a little intelligent effort, any woman can sparkle in the perfect setting.

THE CHRONICLE

ANTHONY J. P. CONTI

REAL ESTATE and INSURANCE

254 UNION AVENUE, PATERSON, N. J.

ARmory 1-0477

"TONY"

SAM and CHARLES CONTI

MULberry 4-7198

Established 1927

AUTOMATIC TRANSMISSION SERVICE

THOS. DOUGHAEN'S TRIANGLE GARAGE

Motors Tuned — General Repairs — Elec. Wheel Balancing
699 McBride Avenue West Paterson, N. J.

SHerwood 2-2530

J. T. DOREMUS CO., INC.

Seeds — Bulbs — Fertilizers — Paints and Hardware
52 WASHINGTON STREET PATERSON, N. J.

Nutch Angelica — Fiore Angelica

Free Delivery

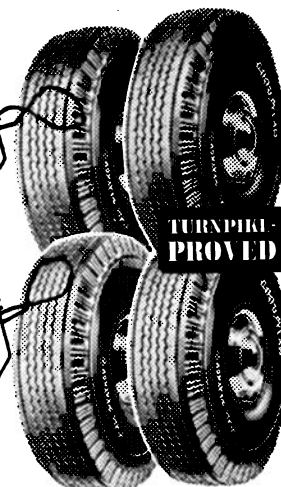
ANGELICA'S HARDWARE

Electrical — Plumbing — Housewares — Paints — Tools
Garden Supplies — Glass and Roofing Supplies
287 - 289 GRAND STREET, PATERSON, N. J. — LAmbert 5-6711



EXCLUSIVE!
Goodyears are Turnpike-Proved for your driving safety. Thousands of test-track miles prove you will get top notch performance.

EXCLUSIVE!
All Goodyear auto tires are built with 3-T triple-tempered cord to fight heat, road pounding, and flexing. It's tire cord at its very best!



4 NEW GOODYEARS
\$43⁰⁸
FOR ONLY
NO MONEY DOWN
with the old tires off your car type plus tax and your old tires

The best bargain buy on the market — 3-T Rayon All-Weathers. Get a set today!

GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

T/A
SHERWOOD & LOCKWOOD

Real Estate and Insurance
SHerwood 2-5226

4 PARK AVENUE

PATERSON, N. J.

SHerwood 2-1107

MINARDI BAKING COMPANY

Italian and French Bread, Rolls and Pizza Pies — Cakes
American Italian Pastries

125 GRAND STREET

PATERSON, N. J.

WE DELIVER

CL 6-3285

McBRIDE LIQUORS

WEST PATERSON SHOPPING CENTER

1011 McBRIDE AVENUE

WEST PATERSON, N. J.

Henry and Leo V. Hanstein, Directors

SHerwood 2-3746

HANSTEIN'S FUNERAL HOME

Courtesy Parking Directly Opposite

483 MAIN STREET

PATERSON, N. J.



CASINO DE CHARLZ, Totowa Borough, ARmory 8-5200, 120 Union Boulevard. Beautifully re-decorated and expanded, serving fine Italian Cuisine. Featuring a package plan theatre party on Tuesday and Thursday evenings to Broadway shows, at \$13.50 and \$14.50, with a complete dinner. Lunch is served from 11:30 to 2:30; ala carte entrees \$1.35-\$2.00. Dinner is served from 4:30 to 9:00; ala carte \$1.60 and up. Dinner \$3.50 and up. Member of Diners Club, American Express, International. Closed Monday.

OLD SALT, Paramus (Hubbard 7-8752) Rte. 4 West of 17. A dandy place for the finest seafood; delicious shrimp, lobster Norfolk-style. Steaks, chops, chicken, too. Lunch 12-2:30, \$1.50-\$1.75. Dinner 4-11:30, Sun. 12-11, \$3-\$5.50 (shore D) and a la carte \$1.50-\$3.50. Bar and lounge. Direct receivers of Maine Lobsters.

Casino de Charlz

HOME OF FINE FOODS

Banquet Facilities, 6 to 600

Call ARmory 8-5200

120 Union Blvd., Totowa Boro

NOW IN SEASON
SOFT SHELL CRABS
Fried, Broiled or Sautéed
in Butter

Old Salt

FAMOUS
SEAFOOD RESTAURANT
ROUTE 4, PARAMUS
HU 7-8752

ARmory 4-8178

Frank C. Cortese

PATERSON CHAIR RENTAL SERVICE

Folding Chairs—Tables—Service Bars—Glassware—Silverware
Chinaware — Lawn Umbrellas — Coat Racks

191 WEST BROADWAY

PATERSON, N. J.

GREETINGS TO ALL OUR FRIENDS

GREAT EASTERN MILLS

ROUTE 46, WEST PATERSON, N. J.

Residence CL 6-5090

OX 4-1600 - 1601

JOSEPH DONNELLAN

Salesman Representing

FOSTER D. BOCK, REALTOR

MULTIPLE LISTINGS

853 ROUTE 23

WAYNE, N. J.

CRESCIONE PHOTO STUDIOS

WEDDINGS — PORTRAITS — COMMERCIAL

CRESCIONE TUXEDO RENTALS

A FULL LINE OF TUXEDOS FOR HIRE

52 MARKET ST. — LAMBERT 5-9623

PATERSON 1, N. J.

FRANK'S SELF SERVICE MARKET



Watch For The
**GRAND REOPENING OF OUR
NEW STORE!**

492 McBRIDE AVENUE

WEST PATERSON

SHerwood 2-2620

Specializing in Birthday and Wedding Cakes

ZAMBRANO'S BAKERY and DELICATESSEN

French and Italian Bread and Rolls — Baked Fresh Twice Daily
Variety of Tasty Delicatessen and Salads — Pizza Pies for Picnics

668 McBRIDE AVENUE

WEST PATERSON, N. J.

SHerwood 2-9233

EAGLE FURNITURE COMPANY

HOMES FURNISHED COMPLETE

39 MAIN STREET

PATERSON, N. J.

LAZZARA'S TASTY CRUST BREAD

45 CROSS STREET — MADISON & GETTY AVENUES

PATERSON, N. J.

SHerwood 2-1659

Canova Bros.

FOR BEST VALUE AND QUALITY Buy At

Tungol Paint & Wallpaper

All Leading National Brands

Plenty of Parking Space



425 - 427 McBRIDE AVENUE

PATERSON, N. J.

BECAUSE OF A BEARD: GAMES FOR BIG AND LITTLE SHAVERS

Necessity credited with so many bright ideas, produces her brainstorm in strange ways.

If Abraham Lincoln hadn't decided to grow a beard, America's oldest and largest makers of games and teaching aids might never have been started.

During the presidential campaign of 1860 candidate Lincoln grew a beard to enhance his dignity — and a young lithographer in Springfield, Mass., Milton Bradley, was caught with a large oversupply of lithographs showing a clean shaven Lincoln. This misadventure pushed Bradley to the edge of bankruptcy and propelled him into devising a game which was to be the first American invented one to become a hit. The Checkered Game of Life, in which players moved along squares representing virtues and vices to happy old age or to ruin and prison, sold 40,000 copies in its first year and launched Milton Bradley on a career of inventing which was to set trends in family recreation and children's education for the next century.

Other recreational brainstorms followed, though none had such a picturesque source of inspiration as the first. In 1861 Bradley devised the first pocket sized game kit for soldiers and developed a variety of teaching aids to help primary grade children improve their skill at the 3 Rs. In 1867 he produced the first kindergarten materials made in America. His Zoetrope, a revolving "wheel of life," animated pictures for parlor fun in 1878 — years before Edison invented his moving picture device. Other history making Bradley inventions included the first mechanical paper cutter and the first color wheel for mixing standardized colors for school arts and craft classes. The Bradley name became synonymous with family fun and pleasant ways to acquire learning.

By 1940 The Bradley Company's future again turned on a hair. Sales had slumped badly in the thirties; there was a top official with the U. S. Envelope Company he had helped develop the self-sealing and window envelopes when he took over the Bradley presidency in 1941.

Refusing to believe that the famous company's fate was sealed, Shea managed to borrow the funds needed to keep the firm afloat. Within a year he was showing a profit on current business through his invention of a universal joint which enabled planes to land more safely. He also turned part of his company's wood working facilities into making gun stocks.

Next he began to rework the company's game and school supply lines. Boxes for the classic Milton Bradley game successes — Uncle Wiggily, Pirate and Traveller, Go to the Head of the Class, Easy Money and Chutes and Ladders — were redesigned for greater shelf appeal. Marking games with their span of age interest — determined through careful research — was a shopping aid which paid off in larger A no-roll crayon a new formula for smooth flowing finger paint were other Shea innovations. In '59 Shea pioneered again

with an integrated line of 24 teaching aids for home use adapted from standard school teaching aids, some of which founder Milton Bradley had invented.

One of Shea's many successful innovations was to develop games related in format to TV game show successes. A sensational success in this area was Concentration which based play on solving picture (rebus) puzzles with lavish "prizes" as rewards. A unique feature of Concentration was a rollomatic puzzle changer produced 30 feet of different puzzles at the touch of a finger. Tsis novel game which was similar to a TV show of the same name sold over a million copies in 1959 believed to be the largest first year sale ever achieved by a game and is now out in a second edition with completely new puzzles and prizes. Another type of game which drew video game was Alfred Hitchcock's Why, a novel crime detection game in which the master spine tingler made the object of play to convict the author of a crime.

The newest Bradley hit is a three dimensional centennial game, "The Game of Life". In the 1960 version players strive to win the lion's share of \$7,500,000 kitty.

Shea's interest in helping amateur inventors perfect their game ideas has produced some of the classic family favorites of the last two decades. For example, Candyland, a game for the very young who can't read or count, was developed in 1944 by Eleanor Abbott, a polio victim, while she played with crippled children in a California hospital. Park and Shop developed by Campe Ewer, an Allentown, Pa. newspaper man, dramatized the difficulties of down town city parking in a way that appealed to family game players enormously. Rack-O a numbered card game played with racks was the brain child of a McKeesport, Pa. accountant, who had invented games for 15 years as a hobby. Rack-O was the only one to hit the jackpot and has been a best seller for the past four years. A classic game success is Uncle Wiggily, the most widely played children's animal game, which was invented by a Newark, New Jersey newspaper man Howard Garris. Go to the Head of the Class, a classic quiz board game with questions keyed to different age levels was invented by department store employees.

Game hits, Shea notes, can come literally from anywhere. He makes it a policy to have his development experts check carefully into all of the hundreds of game ideas that amateurs submit to Milton Bradley every year. A real game hit continues to roll up sales year after year, and sometimes, from generation to generation.

With a talent for making his work appealing play for millions James J. Shea, like Milton Bradley, also seems to have the talent of running close shaves into impressive profits and a genius for discovering new keys to fun and learning.

In Milton Bradley's centennial year he is undertaking still another role, as author of a new book "It's All In The Game" just published by G. P. Putnam which tells the extraordinary story of Milton Bradley from 1860 to 1960.

Printing for All Needs —

Our extensive facilities and our wide experience enable us to provide you with a quality printing job, no matter what your needs. Our prices are moderate.

Printing for Every Purpose —

When you present your copy to us, we will follow your instructions implicitly — or, if you wish, we will add a creative touch that will lend distinction to your printed matter.

Distinctive Bridal Invitations —

We produce bridal invitations with that rich "engraved" effect, without involving the high cost of engraving. We use only the highest quality materials, and our delivery is rapid. Come in and see the work that has been done for others.

Fast Efficient Service —

We know that when you order printed matter, you want it as soon as possible. We are equipped to fill this need, and can assure you of rapid printing and rapid delivery on all your orders. Drop in to see us or give us a ring.

The
PATERSON PRESS
Printers and Publishers

170 - 172 BUTLER STREET

LAmbert 5-2741

PATERSON, NEW JERSEY



**Heating Systems
Installed**

AR 4-8050 Haledon, N. J.

SHerwood 2-7738

Residence SWarthmore 6-0666

**JAMES S. SCULLION
and SON**

Home for Funerals

267-269 Park Avenue
at Madison
Paterson, New Jersey

LAmbert 5-3108

Donohue's

Rugs, Carpets, Linoleum,
Beds & Bedding

VENETIAN BLINDS
FORMICA TOPS

296 MAIN STREET
PATERSON, N. J.

LAmbert 5-9623

**CRESCIONE
PHOTO STUDIOS**

Crescione Tuxedos, Inc.
Weddings — Portraits
Commercial

Full line of tuxedos for Hire
91 Market St., Paterson, N. J.

JOHN G. KOTRAN

Funeral Service and
Funeral Home

78 River Street SH 2-4019

**Park-Madison
Juvenile
Furniture**

Lullabye Nursery Furniture
Atlas and Bilt-Rite
Imported Holland Carriages
(Cor. Madison & Park Aves.)
259 PARK AVE. — MU 4-2828

GOLF ODDITIES

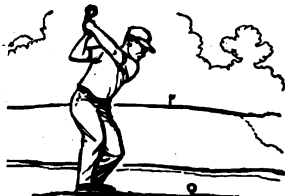
... by JOE BLACK,

PGA Tournament Supervisor



Can a player sink only 6 putts in 9 holes of competitive golf? Buster Cupit did just that in the final round of the 1962 WACO TURNER OPEN GOLF TOURNAMENT. Included in this fantastic nine holes were 4 one-putt, 1 two-putt and 4 chip-ins.

Play-offs are not rare in professional golf. But to have a play-off end on the 19th extra hole in the same golf tournament two years in a row is rare in the extreme. In the 1961 HOUSTON CLASSIC, Jay Hebert and Ken Venturi played 19 extra holes for that title and in 1962, Bobby Nichols and Dan Sikes did the same thing.



The odds for making a hole-in-one are estimated at 25,000 to 1. What are the odds for a player to make a hole-in-one on each successive day of a professional golf tournament? Jay Hebert did just that in the 1959 EL PASO OPEN. The odds? Too astronomical to estimate.

How often each year do men and women golf pros team up to play a professional tournament. Only once a year, each December, in Florida. The HAIG & HAIG SCOTCH MIXED FOURSOME is the only tournament featuring teams of PGA and LPGA golf stars. This year, forty of the nation's top men and women professional golfers will compete for \$30,000 in prize monies.



FM

Continental Caterers, Inc.

**Westmount
Country Club**

Rifle Camp Rd., West Paterson

**We Cater at Reasonable
Prices**

**DINNERS — PARTIES
DANCES — WEDDINGS
GRADUATIONS
DANCES**

**Use any of our beautiful
Dinner Rooms**

Ample Parking Space

CL 6-3162 CL 6-3161

Phone Joel Sharenow

MULberry 4-0132

POP'S TOOL SHOP

HAND AND

POWER TOOLS

TOOLS FOR EVERY JOB

78 RIVER STREET
PATERSON, N. J.

Phone MULberry 4-9845

**PAT BARBIERI'S
Stony Road
GULF SERVICE**

Tires, Batteries, Lubrication,
Road Service, General Repairs
377 McBRIDE AVENUE
PATERSON, N. J.

CLifford 6-2729

CUOZZO'S



**THREE HOUR
CUSTOM CLEANERS**
1040 McBRIDE AVENUE
WEST PATERSON, N. J.

Cut Out and Mail

SUBSCRIBE NOW

THE *Chronicle*

170 Butler Street, Paterson, N. J.

Please enter my subscription, or renewal to
THE CHRONICLE, at four dollars (\$4.00) yearly.

NAME _____

ADDRESS _____

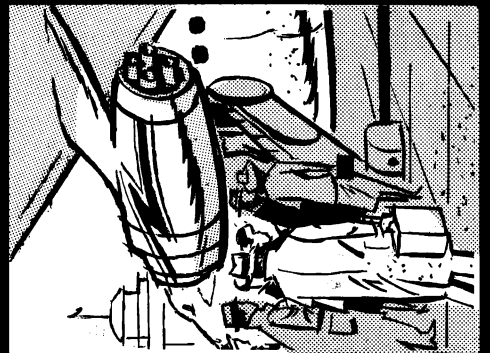
CITY _____ Zone _____ STATE _____

Check enclosed () Bill me ()

It's *NOT* too late to OPEN YOUR CHRISTMAS CLUB!

If you haven't joined, may we suggest you do it now! It will not only help you with your holiday expenses but you can also save for home improvements, vacation and other things you want.

MEMBER FEDERAL DEPOSIT
INSURANCE CORPORATION



PATERSON

Ellison St. at Washington St.
Market St. at Colt St.
Broadway at Madison Av.
Madison Av. at 21st Av.
Straight St. at Park Av.
River St. at 5th Av.
131 Union Av. at Redwood Av.

CLIFTON

Main Av. at Clifton Av.
Parker Av. at Center St.
BLOOMINGDALE
115 Main St.
MOUNTAIN VIEW
Boonton Rd. at Route 23
POMPTON LAKES
115 Wanaque Av.

PREAKNESS

Paterson Hamburg Trpk.

RINGWOOD

Cupsaw Dr. at Carlitondale Rd.

BOROUGH of TOTOWA

Totowa Rd. at Young Av.

WANAQUE BOROUGH

Ringwood Av. at 4th Av.

WEST MILFORD

Union Valley Rd. near Ridge Rd.