

THE
SUNDAY

Chronicle

NORTH JERSEY'S ONLY WEEKLY PICTORIAL MAGAZINE



MAY 17, 1964
VOL. XXIV No. 20

4 ways to save;

\$40 PAYS \$50

\$50 **NEW JERSEY BANK SAVINGS BOND** **\$50**

DATE OF ISSUE _____ OFFICE _____

IN CONSIDERATION OF THE DEPOSIT WITH IT OF \$40.00 UNDER-SIGNED, AT ANY BANKING OFFICE OF UNDERSIGNED, WILL PAY

TO _____

NEW JERSEY BANK AND TRUST COMPANY

L 2533

\$80 PAYS \$100

\$100 **NEW JERSEY BANK SAVINGS BOND** **\$100**

DATE OF ISSUE _____ OFFICE _____

IN CONSIDERATION OF THE DEPOSIT WITH IT OF \$80.00 UNDER-SIGNED, AT ANY BANKING OFFICE OF UNDERSIGNED, WILL PAY

TO _____

NEW JERSEY BANK AND TRUST COMPANY

C 2774

\$400 PAYS \$500

\$500 **NEW JERSEY BANK SAVINGS BOND** **\$500**

DATE OF ISSUE _____ OFFICE _____

IN CONSIDERATION OF THE DEPOSIT WITH IT OF \$400.00 UNDER-SIGNED, AT ANY BANKING OFFICE OF UNDERSIGNED, WILL PAY

TO _____

NEW JERSEY BANK AND TRUST COMPANY

D 2761

\$800 PAYS \$1000

\$1000 **NEW JERSEY BANK SAVINGS BOND** **\$1000**

DATE OF ISSUE _____ OFFICE _____

IN CONSIDERATION OF THE DEPOSIT WITH IT OF \$800.00 UNDER-SIGNED, AT ANY BANKING OFFICE OF UNDERSIGNED, WILL PAY

TO _____

NEW JERSEY BANK AND TRUST COMPANY

M 2804

all pay
**THE
BIG**

4%



... but **FOR KEEPS!** Now your family can have a lifetime hold on their home with *Living Insurance by Equitable*: An Equitable Mortgage Repayment Plan pays off the mortgage if you die-- prevents forced sale, loss of equity, rental to strangers. Most important, it means a continuing life for your family in a home of their own. To learn more about how you can help *keep* your family in their home, just ask your Man from Equitable. Call or write:

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

LAZZARA'S TASTY CRUST BREAD

45 CROSS STREET — MADISON & GETTY AVENUES
PATERSON, N. J.

From New Jersey Bank — NJB Saving Bonds! A quartet of wonderful ways to make money from money. Guaranteed to pay the maximum rate approximating 4%. Compounded quarterly. NJB Bonds have redemption value after 6 months. Mature in 5 years, 9 months. Not taxable till cashed unless you choose to pay annual tax on interest earned. Look into the Big 4 for yourself. Available at any one of our 17 conveniently located banking offices in Clifton, Haledon, Little Falls, North Haledon, Passaic, Paterson and West Paterson.



Member Federal Deposit Insurance Corporation. Member Federal Reserve System

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.

MAY 17, 1964

VOL. XXXVI, No. 20

Single Copy 10 Cents



\$4.00 a Year by Mail

SCHUMACHER CHEVROLET

CHEVROLET — CHEVY II — CORVAIR

Sales — Service

Trucks — Used Cars

8 Main Street

Little Falls, N. J.

Wilfred R. Marold, Reg. Pharm.

ARmory 4-8731

MAROLD'S PHARMACY
PRESCRIPTION SPECIALISTS

483 McBRIDE AVENUE

PATERSON, N. J.



TOWNE SWEET SHOPPE TOBACCO

Schrafft's Candies — Country Club Ice Cream

Beer, Wine and Liquors

1046 McBRIDE AVENUE

WEST PATERSON, N. J.



BERT'S SERVICE STATION

TEXACO

395 McBride Ave. — LAmber 5-9363

Expert Lubrication—Motor Tune-Up

H. J. Sanford, Prop.

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.

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.

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. — LAmber 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 Sauteed
in Butter

Old Salt

FAMOUS
SEAFOOD RESTAURANT
ROUTE 4, PARAMUS
HU 7-8752

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.

SHerwood 2-1659

Canova Bros.

FOR BEST VALUE AND QUALITY Buy At

Tungol Paint & Wallpaper

WALLPAPER

All Leading National Brands

Plenty of Parking Space

PAINT

425 - 427 McBRIDE AVENUE

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.

GREETINGS TO ALL OUR FRIENDS

GREAT EASTERN MILLS

ROUTE 46, WEST 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

MULberry 4-8956

MORAN'S DELICATESSEN

BEER — WINE — LIQUORS

459 McBRIDE AVENUE

PATERSON, N. J.

VODKA TO SURPASS SCOTCH

What does this forward-looking citizen see in our national future? Our present wave of prosperity, according to Bean, is likely to reach its peak during the six months right after the November election, if post-war experience is used as a guide. A recession which began in mid-1961, reached its low point in early 1962. Industrial output fell off as much as 15 per cent.

For the answers, more and more business firms are turning to Louis H. Bean, former Economic Advisor in the Office of the Secretary of Agriculture, and a man famed for his ability to predict the future. He prophesied a Democratic victory for 1948, the year of Truman's election, correctly forecast major depressions and recessions, as well as their major business upturns, and developed a method for predicting weather changes and crop yields per acre at least a year in advance.

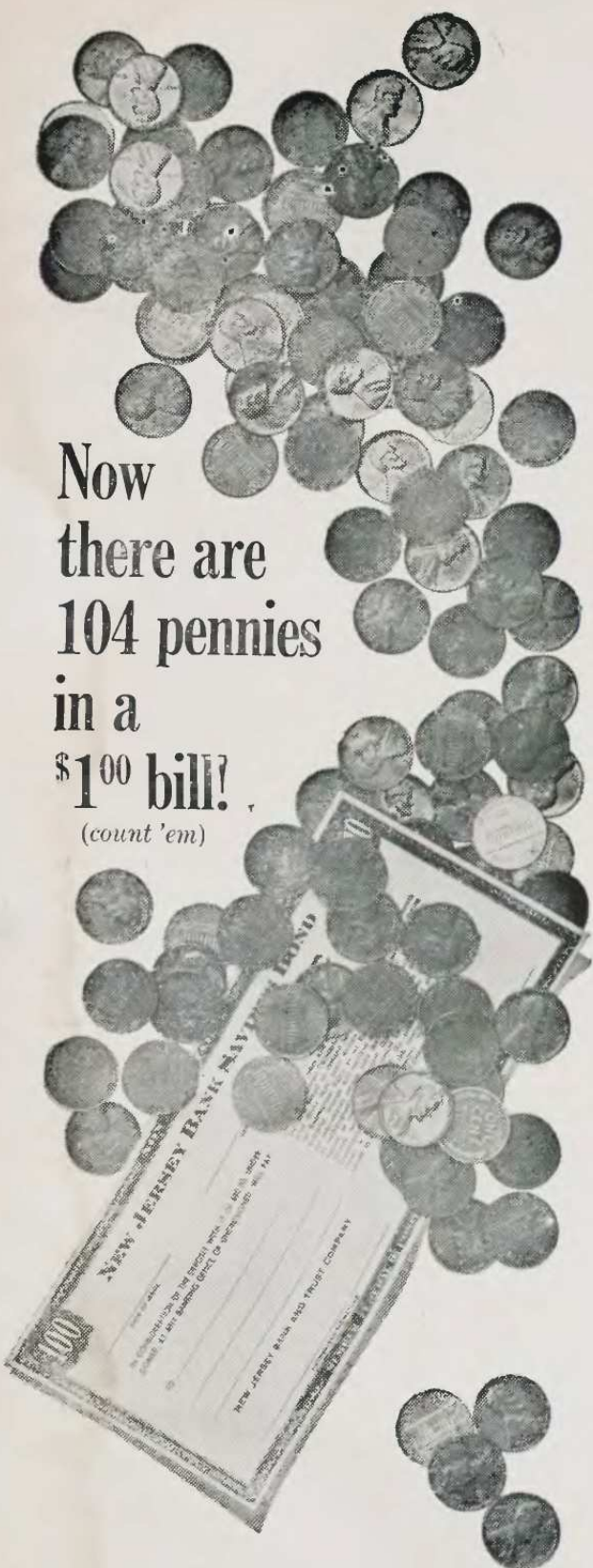
The happy sequel envisioned by this prophet: a sharp rise in 1963 to a "new high of full employment" and prosperity in 1964. At that point, industrial production will be expanding at a level in line with the normal rate of three and a half per cent a year. Consumer expenditures — boosted by population growth, increases in employment, wages and social security payments as well as rises in price and volume of goods — may be a whopping \$55 billion over the \$300 billion figure reached in 1959. By '64, predicts Bean, Americans will be shelling out approximately \$79 billion more for food than the \$70 billion they spent in 1959. They'll spend an additional billion for alcoholic beverages (the '59 tally was \$9.3 billion). There'll be a striking change in our national beverage preferences, with vodka riding the crest of the wave. Vodka sales, already setting a breathless pace, may double during the next several years, and by '64 may even surpass those of a current favorite, gin. How can one man venture to guess what a whole nation will be eating, drinking, spending? Bean's methods are both simple and scientific: to predict the future, he studies the past. Over the last 15 years, four minor recessions have occurred at three to four-year intervals. During the same period, consumer spending has shown an average annual increase of \$11 billion. For every additional \$100 spent by consumers, about \$22 goes for food and something less than \$2 for alcoholic beverages.

But why should Joe Doakes toast the New Year with vodka — a drink most Americans had never heard of ten years ago — in preference to older standbys such as gin, Scotch and Canadian Whiskeys? Because, says Bean, this liquid displacement has **already** taken place to a great extent. As consultant to Heublein, makers of Smirnoff Vodka, he's watched the change — one might even say he's pored over it. Vodka became more popular than brandy in '53, overtook Canadian Whiskey in '55, cordials in '56 and almost caught up with Scotch in '57 and '58.

"Vodka stands a good chance of surpassing Scotch in '60," says Bean, "and of surpassing gin shortly thereafter." He points out that gin consumption, now at a rate of 21 million wine gallons annually, has shown no marked uptrend in the past five years, while vodka has made galloping gains.

From a mere trickle of 700,000 gallons in 1950 (annual rate), vodka bottlings rose 400 per cent in four years, another 400 per cent within the next four years. Of the 17.5 million gallon increase in total domestic bottlings over the past four years, vodka contributed 11.5 million, or 60 per cent. Now about 8 per cent of the national alcohol market, vodka may claim 12-13 per cent by 1964.

Now
there are
104 pennies
in a
\$1⁰⁰ bill!
(count 'em)



New from New Jersey Bank — a wonderful way to make money from money. NJB Savings Bonds! Guaranteed to pay the maximum rate approximating 4%. Compounded quarterly. You buy your bond for \$40. Or \$80. Or \$400. Or \$800. At maturity you get back \$50, \$100, \$500, or \$1,000. A bond which costs you only \$80 matures in 5 years, 9 months. Pays back a full \$100 or 104 pennies for every dollar you put in. Neat? NJB Bonds have redemption value after 6 months. Not taxable until cashed. Why not look to your future with NJB Bonds?

SOME PROPHETS

He won the race by seconds — and seconds later, the Magnette ran out of gas. L

Some 100 years ago, **Frank Curtis** of Massachusetts sold the first car (steam-powered) on the installment plan. It's noteworthy that he repossessed it when payments ceased. Curtis achieved another first when a citizen demanded his arrest, and he fled from pursuing police in his horseless carriage.

Then there was T. J. Thorp, who discovered a way to end the taunt, "Get a horse!" In 1893, he patented a horseless carriage with a horse. The "horse" was a dummy. The engine inside propelled the front legs, which in turn propelled the wheels, like a bicycle.

More recently, in 1926, J. K. Grant patented a car that did the Monday wash on a Sunday afternoon spin. At the car's bottom, in the center, was the washer. The bumpy roads, the inventor claimed, would do the rest.

Among the earliest of the "tom-tom beaters" (as car advertisers were called) was Hugh Chalmers. By announcing that every year he would give away a car to the batting champion of the American and National Leagues, he got reams of publicity. L

The first free car went to Ty Cobb. This was perfect. Cobb played for the Detroit Tigers, and Chalmers' cars were made in Detroit.

Cobb managed to spoil everything — he sold the car first chance he got. Chalmers was so incensed he even wanted to take back his gift.

Nobody could foresee the day when Americans would drive more than 70 million motor vehicles, when a family would think nothing of owning two cars.

Yet there were some genuine prophets. Oliver Evans was one. Back in 1813, he extravagantly predicted: "The time will come when people will travel in stages moved by steam engines, from one city to another, almost as fast as birds fly, 15 to 20 miles an hour."

In the 14th century, a monk, Roger Bacon, predicted the day when "we will be able to propel carriages with incredible speed without the assistance of animals." (Naturally, Bacon was put in prison for 10 years and accused of being in league with the devil.) L

But the greatest prophet of all was the man who wrote: "The chariots shall rage in the streets, they shall jostle against each other in the broad ways; they shall seem like torches, they shall run like lightnings."

The author of these words really was a prophet—Nahum by name. You can find what he wrote in the Bible.

To appraise the public of this coast to coast change, no less than 14,000 new red, white and blue signs of varying sizes, 1,700 porcelain enamel sign inserts, 11,200 sets of letters and 7,000 "universal emblems" were needed. In the course of the faec-lift, American Oil Company used enough paint to cover 9,000 average-sized homes; enough fluorescent

lamps for 4,000 homes; enough extruded aluminum for 37,000 kitchen utensils.

The company used enough plexiglass in signs to cover 36 football fields; sufficient sign wire to approximate 3,000 times the height of the Washington Monument, and enough conduit pipe in signs to wrap 10,000 times around Miss America's waist!

Why take so much trouble all for a name? The single identification assures the motorist that he's dealing with the same "family" in products and services from coast to coast. That's plenty significant when you consider the vast amount of long distance driving that's done today.

Even at that, however, the naming of an American product or person is simple in comparison to the christening complexities which go on in some parts of the world. In the Kwakiuti Indian tribe of British Columbia, tribal leaders had both "summer" and "winter" names. The Chinese have a name for each stage of their lives: a "milk" name for babyhood, a "school name" for childhood, and a "marriage name" upon entering into wedlock! The Osage Indians believe that a person suffering bad luck should "wash off" his old name and take a new one which may prove more fortunate.

Some African and New Zealand bush and jungle tribes let a baby select his own name — by coughing, sneezing or waving his hands during a solemn recital of the names of his ancestors! But still other aborigines prefer to go through life incognito. Believing that a person who knows your name has power over you, they refuse to divulge their real names to strangers. In deference to their wishes, this tribe shall be nameless.

Does all this strike you as terribly primitive? Well, to each his own, world ruler . . . army leader . . . bold as a bear!

As for life in this solar system, Dr. Kistiakowsky speculated that we would find it on Mars — but very primitive life, "perhaps not even so advanced as our own micro-organisms."

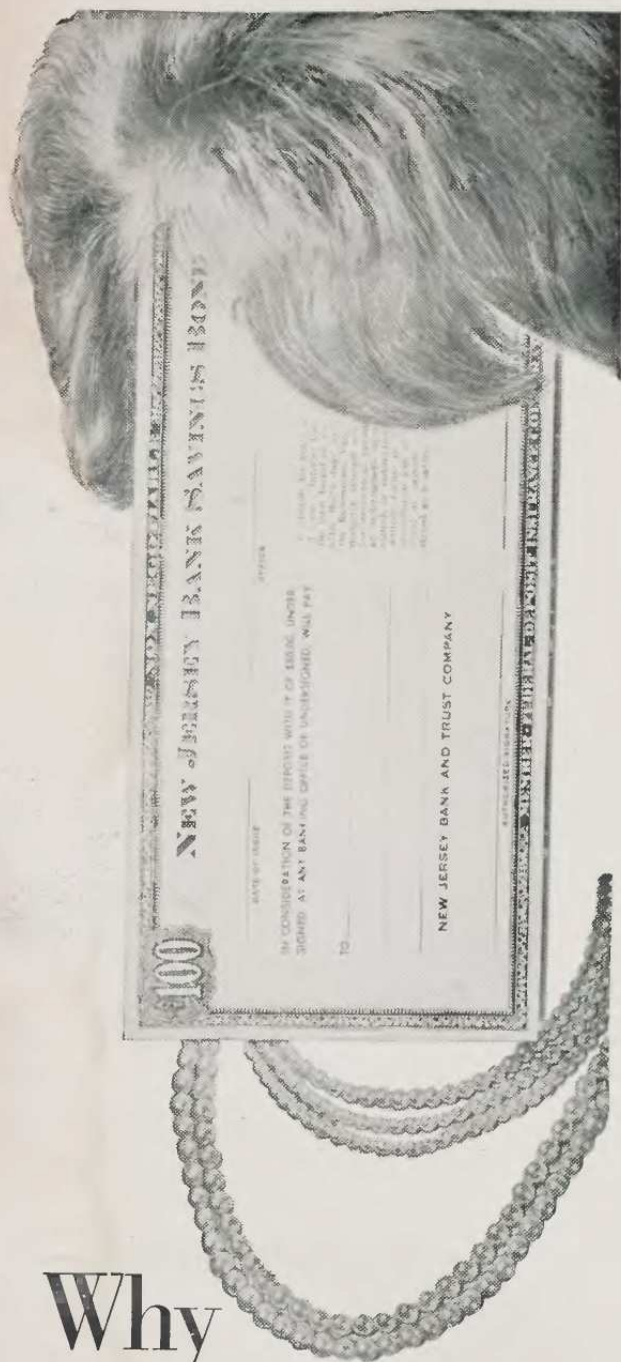
Dr. Shapley emphasized his belief in the existence of life in other worlds. "We would be very prejudiced indeed," he argued, "if we should insist that there is life only on Planet Number Three in this solar system, whose sun is but one star in a hundred thousand million in a galaxy that is but one in a metagalaxy of billions."

"So in 1961," he asserted, "we find ourselves again in the same dangerous and also fairly discreditable position that we were in round about 150, when owing to technological advances in navigation, we discovered the Americas." And modern discoveries like atomic energy can be used for even more evil results. "Now," Toynbee said, "it is literally true that the wages of sin is death."

Dr. Otto Struve, director of the National Radio Astronomy Laboratory; and,

Dr. Arnold J. Toynbee, British historian.

After the speakers' statements, questions were directed at them by Chet Huntley of NBC-TV, Walter Cronkite of CBS-TV, and William L. Laurence, science editor of The New



Why Gentlemen Prefer Bonds!

Every woman knows that the gentleman who cares looks to his family's future. For your family's secured future, you'll prefer NJB Savings Bonds. A wonderful way to save. Guaranteed to pay the maximum rate approximating 4%. Compounded quarterly. Your bond for \$40 pays back \$50. \$80 pays back \$100. \$400 pays back \$500. \$800 pays back \$1000. NJB Bonds have redemption value after 6 months. Mature in 5 years, 9 months. Interest not taxable till cashed. Why not start saving the NJB way, today? It's profitable.

Founded in 1882, Labor Day — celebrated for the 80th time this year — a tribute to the men and women who have helped make our standard of living the highest on earth and the highest in the history of the world.

As a holiday, Labor Day is actually rather curious. The first Labor Day was NOT on a Monday. Europeans observe a different day, and in a different way. And, surprisingly, Labor Day is NOT a national holiday.

"And yet," Dr. Hoffmann relates, "come the end of the day, the landowner gives the same amount of money to those men who had worked since dawn as to those who worked only an hour.

"To quote the New English Bible, 'When it was the turn of those of the men who had come first, they expected something extra, but were paid the same amount as the others. As they took it, they grumbled to their employer: "These latercomers have done only one hour's work, yet you put them on a level with us, who have sweated the whole day in the blazing sun!"

"The owner turned to one of them and said, "My friend, I am not being unfair to you. You agreed on the usual wage for the day, did you not? Take your pay and go home. I choose to pay the last man the same as you. Surely I am free to do what I like with my own money. Why be jealous because I am kind?"

"It would be well," Dr. Hoffman states, "if both labor and management heeded the message in this parable — that kindness, charity, and brotherhood come before counting pennies.

"We should have more employers like the landowner, generously willing to share wealth. For many employers forget the Biblical statement that 'the labourer is worthy of his reward,' and the warning against the person who 'useth his neighbor's service without wages, and giveth him not for his work.'

"We should also have fewer employees like those in the parable, who put money above kindness and brotherhood."

Dr. Hoffmann concludes: "And on this Labor Day in 1962, when Americans pause to recognize the achievements of the workingman, surely this simple Biblical message is quite as meaningful as ever."

THE DANGER LINE

It's happened before, with other commodities. In the food industry, there's been a significant displacement of butter by margarine, and a decline in the pork share of the consumer's dollar with the beef share holding its own.

The hitch — if any — in Mr. Bean's predictions? Whether they relate to the rhythm of boom-recession or to the ebb and flow of liquor sales, they're all based on post-war trends and on the assumptions that existing economic factors and trade practices would continue.

Does the economist ever err? Sometimes, and those times are memorable for Mr. Bean. No wonder. Only when he errs can friends and office associates mournfully chant:

"Of all sad words of tongue or pen, the saddest are these: 'It might have, Bean.'"

How much will we spend? What will we buy?
When will the next recession occur?

for

100 YEARS

the vogue of
stylish women
has been to
bank with us



Our complete
banking services
make it easier
to handle
money matters,
creating more
leisure time.



PATERSON: 125 ELLISON ST. • 167 MARKET ST.
BROADWAY at MADISON • STRAIGHT ST. at PARK
RIVER ST. at 5TH AV. • 431 UNION AV. • MADISON at 21
CLIFTON: 1144 MAIN / 247 PARKER • BLOOMINGDALE
MOUNTAIN VIEW • POMPTON LAKES • PREAKNESS • RINGWOOD
BOROUGH of TOTOWA • WANAQUE BOROUGH • WEST MILFORD