

# The Branford Review

AND EAST HAVEN NEWS

VOL. XII—NO. 37

Branford, Connecticut, Thursday, December 21, 1939

Price Five Cents

## During Useful Lifetime Herbert Thatcher Held Many Important Posts

Private Funeral Held This Afternoon—Deceased Entered Malleable Iron Fittings Co. Employ As Shipping Clerk—Was Active In Church Affairs.

One of the town's most highly respected citizens, Herbert E. Thatcher passed away Tuesday in his home in Rogers Street following an illness of but a few weeks.

By his death, Branford loses one of its best known and loved friends. He was deacon of the First Congregational Church since 1895. From 1919-25 he was a member of the Board of Finance of the town. In 1924 he was elected as a corporator of the Missionary Society of Connecticut and as a trustee for the Funda for Ministers.

Since 1933 he had been a director of the Board of the Connecticut Conference of Congregational and Christian Churches and served as chairman of that body in 1937-38. In all his contacts he won universal respect and esteem for his ability and integrity.

Herbert E. Thatcher was born in Lee, Mass., October 28, 1867, the son of Timothy Dwight and Harriet F. Clark Thatcher. He was educated in Lee, Mass. and Springfield. He came with his family to Branford in 1884 in September 1890 he married Annie G. Lee of Branford. He is survived by his widow, two daughters, Miss Marion L. Thatcher of Branford; and Mrs. Henry W. Schorer of West Hartford; three grandchildren, Brinton T., Pauline and Beverlee Schorer of West Hartford; and a great grandson, Brinton T. Schorer, Jr. and a sister, Mrs. Walter H. Chapin of Springfield, Mass. He entered the employ of the Malleable Iron Fittings Co. as a shipping clerk in 1885. Ten years later he was made bookkeeper and became the company's treasurer in 1935. Since 1924 he has been a director.

The flag is at half mast at the Blackstone Memorial Library for Mr. Thatcher was a trustee and its treasurer.

The Malleable Iron Fittings Co. is closed this afternoon in respect to Mr. Thatcher. The library closed from two until three and the flag at the post office was at half mast.

Private funeral services were held this afternoon from the Thatcher home, Rogers Street. Rev. Charles Cooley assisted the Rev. B. Kenneth Anthony. Interment was in Center Cemetery. Norman V. Lamb was in charge of the funeral.

Bearers were: Ray U. Plant and Harry G. Cooke of the Congregational Church; Louis Zacker and William Hitchcock representing the library and Stanley Schmid and Guy Barker of the M. I. F.

**SENIOR DEB PARTY**  
A Christmas party was given Tuesday night at Althea's Tea Room and Shop by the Senior Deb Club. This was a mother and daughter affair and was attended by: Esther Tyler and Mrs. Tyler, Mavis Lindberg, Mrs. Bigelow, Michellin Desi, Mrs. Desi, Mary Reiner, Mrs. Reiner, Rebecca Smith, Mrs. Smith, Irene Schoening, Mrs. Schoening, Rosellin Schwanfelder, Mrs. Schwanfelder, Marjorie Seaver, Ann Delon, Mrs. Delon.

### MERRY CHRISTMAS

Homes resplendent with twinkling lights and gay decorations radiate the spirit of this Christmas season.

The glory of the festive holiday is further enhanced by brilliant, sparkling Christmas trees. There's a song in heart of the family groups as they gather in offering up their thanks for a year of happiness, thanking God that this yuletide is not marred by any great catastrophe. Silently praising God that family circles are not broken by sons called to the trenches.

To all those who have done their part in making our community a pleasant place in which to work, to live or play, the Branford Review extends friendly greetings for a very joyful holiday and join the happy throngs wishing a Merry Christmas

## Prominent Citizen Dies



Herbert E. Thatcher

## Robert Sheldon Funeral Service Held Yesterday

Funeral services were held yesterday afternoon in the S. A. Griswold Colonial funeral home for Robert T. Sheldon of Oakland N. J. who passed away Saturday night in the Paterson Hospital Paterson, N. J.

He was born here 68 years ago the son of Edward D. Sheldon and Eunice Geer.

When about 16 years of age he left Branford to work with an uncle in New York. Later, when the uncle died Mr. Sheldon carried on the business.

Surviving him are his widow and a cousin, Mrs. T. Parker Preble of Wilford Road.

## Fellowcraft Club Elects Officers

The annual meeting of Widow's Sons Fellowcraft Club was held at the Academy on the Green last Wednesday evening. This was the "big feed" night and a sumptuous banquet was served to a large turnout of members. The supper committee was headed by Henry Close and was ably assisted by Norman V. Lamb and Herman Duke. The election of officers resulted in the election of the following—Ralph L. Nielsen—President, Frederick Simpson Vice President, Nicholas Birbaire Secretary, and R.S. Baldwin Treasurer.

Ways and means of extending the activities of the Club were discussed and card playing and a social hour was enjoyed. The members have recently purchased a new ping-pong table and several members are open to challenges from any good players already.

## Fred P. Blicker Given Honor By Masonic Order

Widow's Son Lodge No. 66 A. F. & A. M. elected the following officers last evening:

Fred P. Blicker, W. M.; Herbert R. Harrison, S. W.; Clifford M. Cherry, J. W.; Charles N. Baxter, Treasurer; Clifford M. Cherry, Secretary; R. Edwin Maddern, Ass't Secretary. Warren L. Hooper, Chaplain; Kenneth C. Schwanfelder, S. D.; R. George Hansen, J. D.; Lewis Milne, S. S.; Roger A. Kelsey, J. S.; Alexander S. Thayer, Tyler.

Trustees—R. Edwin Maddern, J. Arthur Bradley and Charles F. Freeman.

Trustees of Widow's Son Lodge, Inc. Albert B. Plant, President; Thomas P. Preble, Vice-President; Charles L. Close, Secretary; Lewis G. Hamilton, Treasurer. John A. Jenkin, Sidney V. Osborn.

### STILL TIME

There is still time to enter the decorated doorway contest sponsored by the Branford Garden Club. Registrations must be made with Mrs. Ann Lowe, Short Beach.

There will be a prize of \$2.50 for the most attractive door decoration, another \$2.50 award will be given for the best doorway and the Conn. Light and Power Company will give \$5.00 in merchandise for the best night lighting.

### TOYS NEEDED

New toys or toys in good condition may be left at the Health Center for distribution among the children of the less fortunate.

## Music Society Presents Fine Carol Program

The Musical Art Society gave the following interesting Christmas Program in St. Mary's Church last Sunday afternoon.

Angels O'er the Fields Were Flying; While By My Sheep; Wreath the Holly, Twine the Bay, Ladies Chorus; Nazareth, James Cosgrove; Voices of the Sky, Loretta Yates; Adagio Pathetique, Margaret Fouser; The Holy Child, Helen Rice; Suite Gothique; Chorale; Menuet Gothique; Priere a Notre Dame; Toccata, Allan Lindberg; Cantique Noel, Katherine Daley; Adoracion, Rossalie Pinkham; He Shall Feed His Flock (Messiah); How Beautiful Upon the Mountain, Ruth Linsley Oliver; Jesu Bambino, Teresa McStravick; Bring a Torch, Jeannette, Isabella, Silent Night; Postlude, Alice Collins.

Organ Accompanists were: Nellie Osborn, Elizabeth Baldwin, Alice Collins, May Devlin.

Ladies choir: Rossalie Pinkham, director; Charlotte Adams, Marion Adams, Laura Ayer, Elizabeth Baldwin, Alice Collins, Katherine Daley, May Devlin, Ruth Oliver, Helen Rice, Audrey Rogers.

## SPRING WEDDING PLANS ANNOUNCED

Mr. and Mrs. Joseph Lomartra of Paved Street, Branford, announce the engagement of their daughter, Louise to Tony, son of Mr. and Mrs. Sansevero of Middletown Avenue, New Haven.

A party was held Sunday at the home of the parents. Those attending were: Mr. and Mrs. Palala and children, Mrs. Bruno Ceccolini, Jennie, Harry, and Kathieen Richtell, Mr. Richtell, Dominic Rosano Mr. and Mrs. Monico and children, Mr. and Mrs. Oppel. Turning the evening with dancing and entertaining following.

The wedding of the engaged couple will take place on March 25th

### Carols Sing

The Pine Orchard Club held a carol sing last evening in the M. J. Warner home. About 100 guests were present. Newly printed carol song books were distributed.

### Attend Party

Mr. and Mrs. Charles H. Lay and James Sanzero of the Branford Motors attended a Christmas party Tuesday evening at Waverly Inn for 100 guests of the Cooley Chevrolet Co.

## Rate Reduction Is Announced By Conn. Light

Another reduction in the price of electric energy to commercial customers of the Connecticut Light & Power Co. was announced today by Mr. William Sangster, manager of the Branford office, who said that the new rates, which will be effective January 1, will benefit many commercial users, such as stores and offices.

The new reduction, Mr. Sangster pointed out, is in addition to a previous decrease to commercial customers put into effect last May, which in turn was preceded by a major decrease in household electric prices in the latter half of 1938.

"The cut in commercial rates which was effective last May," he said, "represented a total of approximately \$165,000 annually. The new reduction now going into effect will amount to \$185,000—a total of \$350,000 to commercial customers in less than a year."

"The 1938 reductions, which principally benefited home users of electricity, totalled \$670,000. These and other reductions during the past two years have totalled approximately \$1,075,000 on an annual basis."

"Many business and professional customers throughout the company's territory will now be benefited by the lower commercial rates going into effect Jan. 1. Although this reduction of \$185,000, taken alone, would not be termed sensational, it will mean real savings to many individual customers and is significant as another step in the company's program of consistent downward revision of electric prices, which has been in progress over a period of years."

The transfer of some customers from one type of rate to another will be found desirable, as a result of the change in rates, to make sure they will receive full benefit of the new set-up, said Mr. Sangster who explained that all accounts are being carefully reviewed, so that customers may be billed at the rate which should be most advantageous in each individual case.

### Attend Party

Mr. and Mrs. Charles H. Lay and James Sanzero of the Branford Motors attended a Christmas party Tuesday evening at Waverly Inn for 100 guests of the Cooley Chevrolet Co.

## Republican Club Elects Officers For Coming Year

The annual meeting of the Woman's Republican club was held Monday afternoon with Mrs. S. E. Smith in the Claremont Hotel, Short Beach, 36 being present. The rooms were very prettily decorated with Christmas trimming with a manger scene on one of the tables. A covered dish luncheon was served.

Mrs. Charles B. Goldsmith, chairman of the nominating committee, submitted the following list of officers: president, Mrs. Clarence D. Munger (re-elected); vice president, Mrs. Archer Knowlton; secretary, Mrs. Raymond Buell; treasurer, Mrs. Irving N. Harrison. Retiring officers, Mrs. Herbert Houghtaling and Mrs. Harold Smith were given a rising vote of thanks.

Mrs. Munger appointed the following: chairman of the entertainment committee, Mrs. Grace Hunter, who will select her own committee; chairman of a committee to revise the constitution and by-laws, Mrs. A. E. Hammer; hospitably, Mrs. J. Edwin Brainerd, Mrs. Royal N. Harrison, Mrs. M. D. Stanley; membership, Mrs. Raymond Buell, Mrs. Bertha Lounsbury, Mrs. S. E. Smith, Mrs. M. P. Bradley, chairman of the New Haven County Woman's Republican Club gave a report of the activities of the county.

Four new members, Mrs. Stephen Wolfe, Mrs. Archie Young, Mrs. Walter Delon and Mrs. Whitney Marsh were taken in. There was an exchange of gifts and a holiday fruit cake, made by Mrs. Harry French, was awarded to Mrs. M. D. Stanley.

## All Churches Emphasize Beauty Of Xmas Season With Holiday Services

Christmas Music Featured at Regular Services—Choirs and Pastors Announce Programs Which Includes Plays, Pageants and Entertainments.

## Rotary Meeting Based On Story Of Xmas Carol

Rev. Sidney Lovett, D. D., chaplain of Yale University, was the speaker at the weekly luncheon of the Branford Rotary club Monday noon in the parlors of the Congregational Church. His subject: "The Story That Never Grows Old" was an appropriate address based on Dickens' Christmas carol.

One new member was inducted, John Killam Murphy of Killam's Point, under the classification "yacht brokerage". Each Rotarian brought a toy to be distributed by the Visiting Nurse association. There were 43 present and the visiting Rotarians were Clarence M. Balr, Harry A. Collier, both of New Haven, Arthur House, Seth N. Taylor, both of West Haven and George C. Conway of Guilford. As the next two Mondays are legal holidays the next meeting of the Rotary club will be held January 8, on which date the Branford high school football squad will be guests of the club.

## TABOR LUTHERAN CHURCH Rev. Adolf T. Bergquist, Pastor Early High Mass Service December 25 at 5.30 o'clock

Carol singing 5.15 a. m. by the Choir. Organ Prelude—"Melodie"; Gullmunt; Mr. Allan Lindberg, organist and director; Psalm 55; Liturgy; Confession of Sins; Kyrie; Gloria in Excelsis; Laudamus; The Salutation with Response; Collect; Epistle; 9.2-7; Graduals Psalm, 72.6; Gospel, Luke 2.1-20; Creed; Anthem—"Hosanna, David's Son", Norrbom, Choir; Psalm 58; 6-8; Sermon in English, Carl A. Bergquist, Upsala College, East Orange, N. J.; Offertory, "Offertorio" Bellens; Announcements; Anthem—"Canique de Noel", Adam; Choir; Psalm 272; Liturgy; The Salutation with Response; Prayer on Christmas Day, The General Prayer and The Lord's Prayer; Benedicamus, Response and Benediction with Response. Postlude "Der Tag, de ist so Freudenreich," Bach.

The Sunday School will have its annual Christmas Program December 25 at 4.00 p. m. A special offering will be lifted. Pianists, the Misses Catherine Greenyall and Ruth Bergquist. A hearty welcome is extended to all. Organist, Mr. Allan Lindberg.

## TRINITY CHURCH Rev. Robert J. Plumb, Rector Christmas Eve Candlelight Service December 24

Holy Communion 11.30 p. m. Mrs. H. G. Baldwin, Organist. Carol Singing 11.15 to 11.30; "O little town of Bethlehem", "Lo, how a rose e'er blooming", "God rest you merry gentlemen", "While shepherds watched their flocks by night", "Now is the time", "It came upon the midnight clear", Mrs. William Crawford, soprano; Mrs. William Rice, alto; Mr. Frank Bigelow, tenor; Mr. Willis Pratt, bass; Processional—"O come all ye faithful"; Shortened Kyrie—"Winter; Gloria in Tibi—Garrett; Anthem—"O Holy Night"—Adams (arranged by Mark Andrews), soloist, Mrs. Crawford. Laus Tibi—Garrett; Carol—"The First Noel"; Offertory, Anthem—"The Shepherds"—Stoughton, soloists, Mrs. Baxter, Mr. Pratt; Doxology; Sanctus—Gounod; soloist, Mrs. Crawford; Communion Hymn, "Silent Night"; Gloria in Excelsis—Old Chant; Nunc Dimittis, soloists, Mrs. Rice, Mr. Bigelow; Recessional—"Hark, the Herald Angels Sing"; Organ—"Joy to the World"—Lemaro

## FIRST CONGREGATIONAL CHURCH

Rev. B. Kenneth Anthony, Minister Christmas Sunday Christmas worship will be observed at the First Congregational Church on Sunday morning at 10.45. The minister, Rev. B. Kenneth Anthony. Continued on page four

## Pythian Sisters Observe Annual Christmas Party

At the regular meeting of Woodland Temple Pythian Sisters held recently the following officers were elected:

Most Excellent Chief, Elizabeth Saunders; Excellent Senior, Emma Rowley; Excellent Junior, Susie Palmer; Manager, Winnie Cooke; Mistress of Finance, Isabella Foot; Mistress of Records and Correspondence, Junior Rowley; Protector, Annie Montgomery; Guard, Florence Dudley, Plant, Abbie Close; Representative, Anna Cassidy; Alternates, Winnie Cooke.

Past grand Chief Hazel N. Town send of Guilford will install the officers at the first meeting in January.

There will be a Christmas party at the next meeting, December 21st at which time the members are requested to bring an article for the Grab-bag, also gifts for shut-in members.

## Dr. Battalin On Cruise

Dr. Macy H. Battalin sailed Wednesday, December 20, from New York on the S. S. Munargo for a fourteen day tropical cruise, stopping at Miami, Nassau, Bahama Islands, and Havana, Cuba. From Havana he will go by train to Varadero, Cuba, a winter resort on the Caribbean Sea, where he will visit with Doctor and Mrs. Jose de Fernandez.

### CARD PARTY HELD

A card party was held recently for the benefit of Woodland Temple Pythian Sisters in the Academy on the Green, and the following were awarded prizes:

Mrs. Alice Wilson, Mrs. Svenson, Mrs. Anna Cassidy, Mrs. Walter Damberg, Mr. Rudolph Kneuer, Mrs. Brandriff, Addison Cooke and Frank Dudley. There were tables in play elsewhere by those who could not attend.

### CHRISTMAS PARTY

Herbert Herr and William Hoyt, managers of the Capitol Theatre in East Haven, announce a special Christmas party for East Haven children at 10 a. m. Saturday, age party; "Dance of the Snowflake Sprites"; "The Christmas Spirits."

## CHRISTMAS MESSAGE

Christmas comes with its joyous message of Peace on earth to men of Good Will and the Star of Bethlehem sheds its light across the centuries into our homes. The advent of the King of Kings is the birth of a little Child in a cattle stall. The humility and simplicity of this event mock the pride and complexity of modern civilization.

Today, the contrast between His Kingdom of Love and our kingdoms of hate is so great that we are aware of our loss. Instead of backing out the Bethlehem Star, the lengthening shadows of war make men appreciate its radiance as never before. Only in the spirit of the Christmas Child can a new world be re-constructed and the Song of the Angels be heard. May the Joy and Peace of Christmas be with you and remain with you always!

Robert J. Plumb, Rector of Trinity Church, 1939-1940







# LATEST SPORT NEWS



## ELEANOR LAICH, WITH ALL-AMERICA RED HEADS QUINTET, TO PLAY IN CONNECTICUT

### Local Athlete To Be Seen In Bristol Saturday Night, In Danbury Sun.

All-American Red Heads, Best Girls Basketball Team In Country Scheduled For Bristol And Danbury Over Week End With Laich In Lineup—Many Branford Fans Expect To Witness Games—Eleanor Will Visit Home For Short Two Day's Stay

Eleanor Laich, local popular athlete, who is touring the East with the All-American Red Heads girls team, considered "tops in the basketball world" are scheduled for two games while in Connecticut over the holiday week end, at Bristol on Saturday night and they go to Danbury to face a strong quintet in the Hart City on Sunday evening. This will be the first appearance of the "Red Heads" in Connecticut, and according to reports we have received from the Connecticut press, they are expected to attend both games and many from Branford, Guilford and East Haven will journey to see the team. Eleanor Laich, manager of the team, is the daughter of Mr. and Mrs. C. M. Olson's famous daughter, who is touring the East with the "Red Heads" in Connecticut, and according to reports we have received from the Connecticut press, they are expected to attend both games and many from Branford, Guilford and East Haven will journey to see the team.

### East Haven Beats Branford; New Britain Five

The East Haven girls quintet made it two in a row when they defeated the New Britain Trade Hoopsters last Friday. The Blue and Gold played a lustrous game in the first half, but in the second stanza they found their range and began to pile up points. The game was particularly outlandish of the court. While barnstorming the Eastern Seaboard, while in Connecticut over the two days, Eleanor Laich is expected to spend a few hours each day with her family, Mr. and Mrs. Michael G. Laich, Maple St., in this town, as when she leaves the Numbeg State with her Red Head combine, they will head for their home for Casville, Missouri, via the southern route and then will head for California, Oregon, Washington and Canada spending most of the month of January and part of February in the far west.

### RIGHT DOWN OUR ALLEYS

The Branford High School Bowling team, who are doing so well in the league after 12 weeks of outstanding bowling, are expected to win the championship. The team consists of: G. W. L. Pits, Sportsman's Tavern 30 28 8 37, Bid Public Mar 30 21 15 26, Elm Tree Rest 30 12 24 29, Ancient Mariners 30 11 25 13, High Totals 2815; 2711; 2747; 2381, High Game—988; 970; 1021; 927.

### Hawks Extend Holiday Cheer To all Members

The high-flying Hawks, who have enjoyed some pretty nice outings this season, break into the holiday spirit this week. They extend holiday greetings to all the Hawk members and all their friends. Reports from the head man, today were of great significance. He has lined up a great program of horse-shoe pitching, quilts, outdoor softball, baseball and other sports for the coming season for the Hawks and anticipates much activity from now on.

### DAILY BOWLING WILL KEEP YOU IN A-1 CONDITION

Get the habit of stopping over here for a game or two in the afternoon or evening and notice how much better you'll feel. Alleys available from 10:00 am to 10:00 pm.

### Christmas SALE

TRUETONE RADIOS: (A) "PREMIER" 8 tubes with 10-tube push-button tuning—\$39.95. (B) "AMBASSADOR" 8 tubes with 10-tube push-button tuning—\$29.95. (C) "PAL" 8 tubes with 10-tube push-button tuning—\$24.95.

### Whether YOU'RE GOING or THEY'RE COMING for Christmas or New Year's the TRAIN'S the Way for Real HOLIDAY Pleasure

2 MILE ROUND TRIP COACH TRIP REDUCED TO 50 CENTS PER PERSON

### LET US HELP YOU SELECT HIS GIFT

Neckwear 1.00 up  
Scarf & Glove Sets 2.95  
Silk Pajamas 5.00  
Hose-Brushed Wool 1.00

### Western Auto Associate Store

Streamlined Double-Decker WESTERN FLYER \$20.95  
High-Quality SAFETY TOYS 98c  
WAGON \$2.65

### ANAR ANDERSON JEWELRY OPTICIAN

220 Main Street, Branford, Conn.  
JEWELRY OPTICIAN  
COME IN AND SEE NEW LINE OF JEWELRY including Wedding Rings, Diamonds, Birthstone Rings, Waltham Gruen and Hamilton Watches—Simmons Crosses and Lockets

### VENICE INN

SPAGHETTI DINNERS MEATBALLS 25c doz.  
Submarine Sandwiches  
BEER—MUSIC

### THE LEEPER CO.

549 Elm Street, New Haven, Conn.  
Telephone Office 6-8829—Res. 4-0725M

### Re-roof Now! Combine Beauty with Shelter

PHILGAS FOR HOMES BEYOND GAS MAINS

### STONY CREEK

CHURCH OF CHRIST: Rev. Kenneth Brooks, Pastor. Christmas Sunday, Dec. 24. Handel Prelude—"He shall feed His flock"—Händel, Processional Hymn—"Joy to the World"; Call to Worship; Invocation; Lord's Prayer; Responsive Sentences; Gloria Patri; Anthem—"How far is it to Bethlehem"—Shaw; Scripture Lesson; Matthew 2:1-12; Anthem—"Mary and all these things"—Barnes; Pastoral Prayer; Response—"Beside Thy Cradle"—Solo—"The night was very still"; Barnes; Sermon—"Bethlehem's Star"—Rev. Kenneth Brooks; Anthem—"Gloria in Excelsis"—Mozart; Offertory—"Cradle Song"—Spinney; Doxology; A Christmas Prayer; Recessional Hymn—"Angels in the Realm's"; Postlude—"Christmas March"—Merkel.

Mr. and Mrs. John Brainerd attended a card party in Bridgeport Saturday evening. Troop No. 42 of the Girl Scouts entertained Pack 10 of the Brownies their parents and friends at a Christmas party Wednesday night at the school. There was a grab bag for the Scouts and the Brownies, remodeled belts which, the Scouts had made, were presented to the Brownies. Refreshments were served.

Mr. and Mrs. John Brainerd attended a card party in Bridgeport Saturday evening. Troop No. 42 of the Girl Scouts entertained Pack 10 of the Brownies their parents and friends at a Christmas party Wednesday night at the school. There was a grab bag for the Scouts and the Brownies, remodeled belts which, the Scouts had made, were presented to the Brownies. Refreshments were served.

Mr. and Mrs. John Brainerd attended a card party in Bridgeport Saturday evening. Troop No. 42 of the Girl Scouts entertained Pack 10 of the Brownies their parents and friends at a Christmas party Wednesday night at the school. There was a grab bag for the Scouts and the Brownies, remodeled belts which, the Scouts had made, were presented to the Brownies. Refreshments were served.

Mr. and Mrs. John Brainerd attended a card party in Bridgeport Saturday evening. Troop No. 42 of the Girl Scouts entertained Pack 10 of the Brownies their parents and friends at a Christmas party Wednesday night at the school. There was a grab bag for the Scouts and the Brownies, remodeled belts which, the Scouts had made, were presented to the Brownies. Refreshments were served.

### PHILGAS FOR HOMES BEYOND GAS MAINS

Collins & Freeman Inc. Main St. Phone 615 Branford  
KITCHENS STAY COOL WITH PHILGAS  
MODERN, ECONOMICAL GAS SERVICE

### NORTH BRANFORD

Services in the local churches on Sunday will have their annual Christmas morning at St. Augustine's R. C. Church, Rev. William Brewer, pastor, Mr. Edward Daly, organist and choir director, Sunday School will follow with instructions by Dominican Nuns from New Haven.

Mr. and Mrs. John Brainerd attended a card party in Bridgeport Saturday evening. Troop No. 42 of the Girl Scouts entertained Pack 10 of the Brownies their parents and friends at a Christmas party Wednesday night at the school. There was a grab bag for the Scouts and the Brownies, remodeled belts which, the Scouts had made, were presented to the Brownies. Refreshments were served.

Mr. and Mrs. John Brainerd attended a card party in Bridgeport Saturday evening. Troop No. 42 of the Girl Scouts entertained Pack 10 of the Brownies their parents and friends at a Christmas party Wednesday night at the school. There was a grab bag for the Scouts and the Brownies, remodeled belts which, the Scouts had made, were presented to the Brownies. Refreshments were served.

Mr. and Mrs. John Brainerd attended a card party in Bridgeport Saturday evening. Troop No. 42 of the Girl Scouts entertained Pack 10 of the Brownies their parents and friends at a Christmas party Wednesday night at the school. There was a grab bag for the Scouts and the Brownies, remodeled belts which, the Scouts had made, were presented to the Brownies. Refreshments were served.

Mr. and Mrs. John Brainerd attended a card party in Bridgeport Saturday evening. Troop No. 42 of the Girl Scouts entertained Pack 10 of the Brownies their parents and friends at a Christmas party Wednesday night at the school. There was a grab bag for the Scouts and the Brownies, remodeled belts which, the Scouts had made, were presented to the Brownies. Refreshments were served.

### Evening in Paris

PERFUME FACE POWDER TALCUM POWDER and ROUGE \$2.95  
OTHER SETS from 95¢

### Granite Bay

Mrs. A. Young of Hill Street has moved to New Haven. Mr. and Mrs. Robert Kells and daughter of Highland Park, have rented the Kelly house. Mrs. Anna Stone, Grove Street is a patient in the Hartford Hospital.

### CIDER FOR SALE

R. C. BALLOU  
Alps Road Branford

### Be THRIFT-minded AS WELL AS GIFT-minded!

Allen's CUT-RATE PERFUMERS!  
100 Lavender SHAVE BOWL 49¢

### HOUBIGANT Fougere Royal AFTER-SHAVING SET

ONLY \$1.50

### Truly a MAN'S GIFT!

Houbigant Fougere Royal \$2.25

### A Grand Gift for any "Her"!

Houbigant Eau Florale \$2.00

### Some one on Your List Wants HOUBIGANT Dusting Powder \$1.00

### Evening in Paris PERFUME FACE POWDER TALCUM POWDER and ROUGE \$2.95

### BRANFORD LAUNDRY

WET WASH SOFT DRY FINISHED WORK BACHELOR SERVICE

### FINISHED WORK BACHELOR SERVICE

Tel. 572-2 — 572-3

### Allen's CUT-RATE PERFUMERS!

832 also 2 also 745 CHAPEL ST. CHURCH ST. CHAPEL ST.

### Get "Her" this Charming Gift!

Cheramy Floral Perfumes \$1.50

### IMPRESS "HER" with Set of Cheramy's

Only 98c

### This Set Will Please Any Lady on Your List

Cheramy \$98c

### Formerly \$1.00 HOUBIGANT Talcum Powder 59c

### Gifts of Beauty — \$1.10 Value

55c LADY ESTHER FACE POWDER and 55c LADY ESTHER CREAM BOTH FOR 78c



The MIF flag is at half mast for Mr. Thatcher. We have lost not only our treasurer, but above all, our friend. And to the very cause of friendship and duty he has given his life, rather than to any thought of success which came along with these greater attainments. Hardly a person in our Plant has not some time felt his kind understanding and a moral support which could only come from a character of patience and strength. Mr. Thatcher's many years of loyal service to his duties and to his fellow workers will long be an inspiration to us all.

In his honor the plant will be closed on Thursday afternoon.

At the first of the year the Guardian Manufacturing and Supply Corporation whose offices are now at No. 120 Wall Street New York, will make "its headquarters at the MIF Co." This new and progressive concern is a manufacturer of ballistic tools which are used in the electrical and telephone fields for splicing wire joints. The method is novel and makes use of a tinned, bronze casting, which the MIF manufactures, and which is a compression sleeve. It is cast to fit the two ends of the wires which are to be joined side by side. With the wires in position, the sleeve is placed between two steel dies which are compressed by firing a shell in an attached gun. The force exerted is estimated to be twenty-two tons, and after the impact, the sleeve shows a two sided deformation, which clinches the wires to a remarkable degree of strength.

The Pole Hdwe. Department will act as a sales outlet for this type of splice, and the gun and other tools are rented by the user from the Guardian Mfg. Co. or from us. Another product of this company is a plastic lamp guard, the parts of which will under go assembly at the plant.

Mr. Jerome Rockhill, the President of the Company is the promoter of its various products while Mr. Littlehall is the patentee of the gun. Mr. Gilbert Colgate of the Colgate Palmolive pet. Inc. is also interested in the Guardian Mfg. and Supply Company.

December 28th, marks the completion of fifty years of continuous employment for George Marsh. As George rarely ever misses a day the word "continuous" is more than an expression. His smiling countenance is indeed associated with the best malleable iron foundry practice for the foundry department has always been his realm of activity and for many years George was in charge of one of our largest foundries. The officers and employees send their sincerest congratulations and may there be many more anniversaries. "Great Day," George!

John Shimlisky has decided not to put the car up for the winter, as the basketball players need some kind of bus to get to the Y building.

Joe Dorso of the sand mill is taking up a course in aviation at Morris Cove Air Field. We all wish him success.

The Steel Foundry is expecting Don Sawtelle to take care of the community singing at the Christmas party.

James Beaman drove to Boston over the week end. He said they have some wonderful beans up there.

John Meglin and Bernard Erickson have enrolled in the I.O.S. Blue print reading course. About 150 relatives and friends attended the house warming party given last Saturday by Mr. and Mrs. Anthony Ifkovich, at their new home on Twin Lakes Road. Dancing was enjoyed, followed by a fine spread served by Mrs. Parkash mother of Mrs. Ifkovich. Music was furnished by the North Branford Hill Billies. The young couple were the recipients of many beautiful gifts. Among those attending and connected with the factory were Mr. and Mrs. Gabriel Barba, Mr. Genrich, Mr. Anthony Ifkovich St. and Mr. Thompson.

Charlie Anderson, operator of one of the sand cutters in the malleable foundry had the misfortune of fracturing two toes on his right foot, when the wheel of a machine ran over his foot. Nothing very serious, only he will be laid up for about two weeks.

Paul Amborst, who has been doing general work in the foundry has now taken up apprentice molding.

Patrick Riechtell, has been transferred from the core shop as a sand mixer to the foundry and has also taken up apprentice molding.

Kenneth Van Doren, has been transferred from the foundry to the core shop where he will take over the mixing of core sand.

Walter Packer, a member of the MIF bowling team, which is represented in the New Haven District league, won the annual Crown Alley class B tournament with a 823 pinfall for six games and a purse of \$50 over the week end. A field of 98 bowlers from all over the State participated. Packer rolled strings of 144-135-175-140-131-103. Keep up the good work Walt.

William Tamulevich, our congenial blacksmith better known as "Willie the blacksmith" can justly be proud these days for his son Walter, has been placed on the Register's eighth annual official All-State football eleven. Quite an honor for a boy attending a small school. The fact is that he gained more votes than some of the more widely heralded stars in the larger schools.

Joseph Yuzakwich of Dept. 6 will shortly receive his commission as an officer in the Branford Battery.

William Holsenbeck entertained several of his friends over the week end.

The boys of Dept. 6 have parties planned for the holiday.

E. S. Johnson foreman of Dept. 6 extends holiday greetings to all employees.

James Gripper of the annealing department left today for Columbia South Carolina to spend the holidays with his brothers and sisters. He will join us again in two weeks.

Edgar McIver is leaving today for Sanford, North Carolina to spend the holidays with his children. He will return in about two weeks.

Seen in Grants Basement Saturday afternoon, Charles Paelico and Frank Amendola of the Inspection Dept. talking to Santa Claus. Charlie wants a new hoist and some more trucks. Frankie wants a pair of stiffs for Christmas so he can see over the bull ladle he pushes in the cupola foundry. They have decided not to believe in Santa if their wishes are not fulfilled.

The MIF Sportsman Club held their second annual Christmas party at the Wildmere on Twin Lakes road Saturday evening. A very fine turkey supper was enjoyed followed by cards and vocal selections by Dom Bontatibus and George Hanson accompanied by Gabe Barba and his guitar. The Committee who did splendid work to make this a success consisted of Mauritz Montellus, George Hansen, Frank Quinn, Bill Kremsler and Dom Bontatibus. The Club wishes to thank Mr. Hobart Page for the use of the cottage.

While coming to work Monday morning Eddie Kamb was rushing through the lot on a path that he had developed. About half way down the path, Eddie saw what he thought was a black and white cat homeward bound. Eddie rubbed his drowsy eyes again and was prompted to turn off his course. After resuming his course he saw this time a nice little black and white kitten coming toward him. Again Eddie veered off his course and took to the road and he can't figure out why these cats and kittens pick on Harding Avenue for their picnic grounds.

**GAD-A-BOUTS**

Mayor and Mrs. Thomas F. Cooke of Killams Point, are guests at the New Weston in New York city.

Raymond M. Van Wie and his son, Nelson were in Syracuse New York on Saturday.

Mr. and Mrs. Henry G. Bronson, former residents, were in town Tuesday.

**WHEN IN NEED OF WALLPAPER OR PAINT VISIT UNITED WALL PAPER CO.**  
93 Crown St., New Haven  
"We Save You Money"

**Business Directory**

32 inch sink and tub combinations \$29.95 complete. Toilet outfits complete \$12.95. Bath tubs \$14.50. Wall Basins \$5.45. Conn. Plumbing and Heating Materials Co., 1730 State St. New Haven, Conn., Phone 6-0028.

**TYPEWRITERS - ALL MAKES**

New, Rebuilt, Rentals, Portables, Supplies  
Convenient Terms  
**RELIANCE TYPEWRITER CO.**  
C. B. GUY, Mgr.  
Telephone 7-2738  
109 Crown Street, New Haven

**AMAZING VALUES**

BEDROOM suites \$29, mattress, studios, \$12, novelties—6-way floor lamp \$8.65. Table lamps 89c up. Club chairs—furniture—rugs—radios—stoves—(new used), refrigerators. Reductions to 40%. Gibson Stores, 59 Whalley Ave., open evenings.

ROUTE MEN WITH CARS wanted to supply Worlds Finest Certified Motor Oil, Auto & Farm Products in big demand by farmers, dairies, truck owners & garages. Must be satisfied with \$30 week at start. Advancement & Savings Club Bonus for hustlers. Permanent. Good future. Write E. L. Dosch, Pres., 1330 Vine St., Phila., Pa.

**Personals**

Miss Janet Hamre is in charge of the covered dish supper to be served this evening by the Branford Assembly Order of Rainbow.

Mrs. R. F. Bailey, secretary of the Branford Branch of the American Red Cross attended a meeting in New Haven Tuesday where she read a report of the local Red Cross work during the past year.

Rev. and Mrs. William H. Nicolas of Thompson Avenue East Haven will be in Maine for Christmas.

Mrs. William Masson of South Montowese Street is a patient in the Hospital of St. Raphael.

Mr. and Mrs. J. Cavallaro of Sybil Avenue, are entertaining Mr. and Mrs. Vincent Cavallaro, of Washington D. C. Miss Rita Dallas, of Baltimore, Maryland, and Mr. and Mrs. Carmine Lalla of Branford for Christmas dinner.

Mr. Charles Donadio of Washington, D. C. will visit Mr. and Mrs. Solly Donadio, of Laurel Park, for two weeks.

**Happy Birthday**

Ruth Van Egghen, greetings! on the 27th of this month.

Greeting were extended on Saturday to Mrs. Lena Gustafson, of Church Street.

Leona Peterson, Short Beach, gave a simple birthday supper party Monday evening. Her guests were: Philip Mason, Arnold Peterson, Jeannette Thompson and Jean Moran. Decorations were in keeping with the holiday season.

Miss Elaine Drennan of Tacoma Park, Maryland, formerly of Elm Street, East Haven receives birthday messages today.

Best wishes will be in order for

Mrs. Dwight Monier (Lorraine MacArthur) of East Haven on Christmas Day.

John's third birthday was recently celebrated at a party given by his parents, Mr. and Mrs. Valdemar Karlawich, Laurel Street.

Marie Heing's birthday was Dec. 18th.

Charlotte Altermatt, of Monroe Street has cause for celebrations on the 30th.

The 24th is the anniversary of the birth of Robert Monroe Dudley.

David Stelzon Turk, Highland Park, Short Beach, was born Dec. 28, 1933.

"Katie" Higgins daughter of Mr. and Mrs. William J. Higgins of Beecher Place, Morris Cove, celebrated her third birthday yesterday.

Birthday Greetings are in store for Mrs. Hans Phil of Harrison Ave., who celebrates a birthday Dec. 29.

**Just Arrived**

Mr. and Mrs. James Neely, Indian Neck, announce the birth of a daughter, Pearl, December 10 in Grace Hospital.

Mr. and Mrs. George Barker of Bradley Avenue, Short Beach, announce the birth of twins, a boy and a girl, in New Haven hospital Dec. 17. They have three other children.

Mr. and Mrs. Anthony Nuzzello, 41 Charter Oak Avenue, East Haven announce the birth of a son, James December 2, in the Hospital of St. Raphael.

Shorthand, Typewriting, Book-keeping, Accounting, Business Administration, Dictaphone, Comptometer, Day and Evening Sessions. Co-educational. Enter at any time.

**STONE COLLEGE**  
129 Temple St., New Haven

**Bright Spots on the Highway of Progress**

EFFECTIVE January 1st another downward adjustment in three of our Commercial Rates will mean substantial savings to many stores, offices and other business establishments using our service.

Detailed information on the nature of the adjustments will be furnished to customers affected, and to others, if desired.

These reductions, while not of major importance, are in addition to the previous reduction in Commercial Rates made last spring, both reductions comprising steps in our general rate reduction program which has included, and will continue to include, rate reductions as fast as possible to our Residential, Commercial and Municipal customers in all of the 105 Connecticut communities served by us.

Our organization has many interesting discussions of the subject—

*"What type of performance by our company or any company serving the public, furnishes the most convincing evidence of progress?"*

There are always plenty of spokesmen for "Service"—advocates of the doctrine that "Service is paramount," that evidence of uniformly good service at all times and the maintenance of reserves of man power, equipment and funds with which to render exceptional service in times of stress or abnormal demand, is the thing most desired and appreciated by the users of electric service.

They are right, of course. Service is paramount, and a policy to which we most rigidly adhere prohibits any step at any time, in the name of economy or otherwise, which might jeopardize the standard of service we are maintaining and still trying to raise at every opportunity.

But to us the really bright spots on our highway of progress are those times when we can announce rate reductions—rate reductions regardless of the obstacles of increased taxes, increased operating costs, and necessary increased investment for improvement in service or safety to employees and public.

A year in which we have been unable to effect a reduction in rates however modest, to us means a year in which we may not have "done a job" on one or both of the two things that make rate reductions possible—improved management and selling more electricity. We are grateful that ten of the past thirteen years have seen the price of electricity in our territory go down. For only three years out of the thirteen (1928, 1929, 1930) did we fail to erect a rate-reduction milestone on the highway of electric progress in Connecticut.

Assuming service of the highest grade, the job an electric company is doing may be measured by what is known as its "average rate" for residential service—total revenue received divided by total kilowatt hours used.

The year 1939 has been a particularly happy one for us. Not only have we seen more than the usual number of rate reductions—"bright spots on our highway of progress"—but in 1939 we saw the "average rate" for residential service for our system as a whole, go below the average Residential Rate for the country as a whole, irrespective of the fact that our operating conditions are not as favorable as are those in many sections of the country.

Our passing the above important milestone was made possible not only because of our rate reductions in recent years, but also by reason of the increased use of electricity by many of our customers.

We feel that this holiday season is an appropriate time for expression of our appreciation to you—our customers—not only for your patronage but for your tolerance with us in our shortcomings, and your cooperation in our effort to create many more bright spots on the highways of electric progress in Connecticut.

**THE CONNECTICUT LIGHT & POWER CO.**

**Pequot Theatre**

Fri., Sat.—Dec. 22-23

Jane Withers, Leo Carrillo in "Chicken Wagon Family"

ALSO WITH Charles Laughton, Clark Gable

Sun., Mon., Tues., Dec. 24-25-26

James Stewart, Jean Arthur in "MR. SMITH GOES TO WASHINGTON"

ALSO WITH "Island of Lost Men" with Anna May Wong and Anthony Quinn

Wed., Thurs.—Dec. 27-28

BURNISHED GOLD CHINA NIGHTS "Stronger Than Desire"

ALSO WITH Virginia Bruce, Walter Pidgeon

"Behind Prison Gates"

**Capitol Theatre**

281 Main St., East Haven

Sun., Mon., Tues., Dec. 24-25-26

"WINTER CARNIVAL"

WITH Ann Sheridan, Richard Carlson

ALSO WITH Randolph Scott, Frances Dee in "COAST GUARD"

Wed., Thurs.—Dec. 27-28

Deanna Durbin in "FIRST LOVE"

ALSO WITH "IN OLD MONTEREY" with Gene Autry Ladies Gift Nights

Fri., Sat.—Dec. 29-30

Bob Hope, Paulette Goddard in "The Cat and the Canary"

ALSO WITH "THE CHAMP" WALLACE BEERY, JACKIE COOPER Play Honey Sat. Evenings