

Momanguin Group — (Continued from Page One) an officer on duty from 5 p. m. to 2 a. m. weekdays and from 1 p. m. to 10 p. m. on Sundays...

DO YOU WANT EXTRA MONEY? Finance Co. Inc. 1922 Duval Ave., 2nd Fl., Hamden, Conn. Phone: MAin 4-5141

OK Patrick... \$25 to \$50 UP TO 20 MONTHS TO RAYON... PREFERRED FINANCE CO. INC. a loan service for all.

HOW'S YOUR LAWN? A lawn is worth the value of your property. A lawn, in which you take pride, is the result of proper soil conditions and seed, such as the Woodcraft Seed-Maker.

EAST HAVEN HARDWARE CORNER MAIN & ELM STREETS

Just What She Wants FOR EASTER ORDER TODAY! AVOID DISAPPOINTMENT! We have a large assortment of Easter plants, Easter Corages, cut flowers and Table Pieces to enhance the beautiful occasion of Easter Sunday!

March 5. At that hearing proponents and opponents of the law packed the Town Hall to present their views.

Decision on a proposed re-organization of the Board of Selectmen followed by almost a month a public hearing on the question held last night.

Invitation Issued To Join Boy Scout Troop One Friday All boys between the ages of 11 and 15 are invited to attend a meeting of Troop One, Boy Scouts of America, Friday evening at 7:30 in the Old Stone Church basement.

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Mrs. W. E. Gillis Succumbs While Visiting Son Here

Funeral services for Mrs. Helen W. Gillis, 56, wife of the former superintendent of schools, William E. Gillis, were held yesterday afternoon at 2 o'clock in the home of her son, Edward Gillis, New Haven.

Local Man Observes 25th Year With Telephone Company Clifton M. Wood, of 35 High Street, recently celebrated the twenty-fifth anniversary of his employment with the Southern New England Telephone Company.

Bailey Hits — (Continued from Page One)

In an inventory of the present state Democratic leadership Bailey praised Bailey, National Committee Chairman John M. Golden, who spoke at the dinner, and Sheriff Redding.

Woman's Club Members Attend Annual Supper

The East Haven Women's Club held its annual lobster supper Friday evening at the home of Mrs. Ann Norden on Short Beach Rd. Attending were Mrs. Shirley Hanson, Mrs. Marion Condit, Mrs. Mary McGuire, Mrs. Betty McGuire, Mrs. Frances Norden, Mrs. Cole Corbett, Mrs. Mary Proctor, Mrs. Bunny Temp, Mrs. Doris Tyler, and Mrs. Ann Norden.

Town Has Drafted Own Proposal To Protect Police

Town Counsel Richard Reilly, who has been working on the matter since about March 15, has drawn up the Town administration's own version of a proposed ordinance to protect local policemen from incurring personal liability in the performance of their duty.

Brantford Woman Cut By Broken Glass In Fall A Brantford woman shopper suffered severe cuts on both wrists Saturday afternoon on Main St. when she fell while leaving a local store.

From where I sit... by Joe Marsh Easy Does It—Again! Ladies Aid Society had their rummage sale the other night—and as soon as the doors opened, "Easy" Roberts was in.

REHEARSALS IN PROCESS FOR VARIETY SHOW

Rehearsals are now in full swing for the 15th annual Blue and Gold musical presentation of the High School to be given on Thursday and Friday, April 22, 23 in the school auditorium.

Easter Egg Hunt To Be Held On Saturday, April 17

The annual Easter Egg Hunt will be held on the town square on April 17 at 10 a. m. The event, sponsored by the High School, is open to all East Haven youngsters, from five to 10 years old.

THE SOUTHERN NEW ENGLAND TELEPHONE COMPANY Benefits of These Tax Reductions Are ALL YOURS

You can almost hear your money grow in a savings account at the FIRST*

The First National Bank AND TRUST COMPANY OF NEW HAVEN MAIN OFFICE 88 Broadway EAST HAVEN BRANCH 42 Church Street BRANFORD OFFICE WEST HAVEN BRANCH 574 Campbell Ave. 232 Main Street

NOW AVAILABLE IN COLORS COMBINATION SCREEN AND STORM DOOR A screen door and storm door all in one. Just raise glass for ventilation—like a window.

MEFFERT LUMBER COMPANY

PERFECT DRYING WEATHER Every washday is filled with sunshine when you use an automatic electric dryer. Whatever the weather outside, or however cold, you can dry clothes to perfection just when you feel like it.

BEACON Triple-Slide Tension Engineer'd ALL ALUMINUM COMBINATION STORM & SCREEN WINDOWS

THE UNITED ILLUMINATING COMPANY 142 NASH ST. New Haven SP 7-3648

ALL OUT FOR EASTER at THE EAST HAVEN DEPARTMENT STORE

Ship'n Shore blouse petal-collar blouse in a new fine linen-like rayon

White Dresses For COMMUNION CONFIRMATION CHILDREN'S SOX Chosen from the Largest Assortment in This Vicinity

WOMEN'S CHILDREN'S GLOVES HANDBAGS HANKERCHIEFS New Easter Styles

See Us And Save On Outstanding Values!

Sundial Shoes FOR ALL THE FAMILY

For the smart stepper, in the Easter Parade It's Sundial Shoes For the family circle.

THE EAST HAVEN DEPARTMENT STORE THE STORE OF WARRANTED SATISFACTION WITH EVERY PURCHASE 291 MAIN STREET EAST HAVEN

Inter-Relations Forum Celebrate 20th Anniversary

The International Relations Forum, student organization at New Haven State Teachers College will celebrate its twentieth anniversary on Saturday.

For That New Pair Of SLACKS Our Stock Is Most Complete From Rayons To All Wools

MEN!!! CLOSING OUT GABARDINE TOPGOATS OR SPORT JACKETS

For Your Easter Angels! SHOES FOR ALL THE FAMILY

FOR THE LAD SHIRTS LONGIES JAGKETS NECKWEAR

MAIDEN FORM BRASSIERES FOR THE UPLIFT THAT PLEASES Children's Easter DRESSES 1 to 3, 3 to 6 X, 7 to 14 Pre-teens - Ghubbies

At Popular Prices - SKIRTS All Types - All Sizes WOMEN'S NYLON HOSE GOLD STRIPE LADY HAMPSHIRE DANCETTE GORDON Children's Easter COATS & SUITS In Newest Styles Infants 3 to 6, 7 to 14

Gerish School

Little Gerish School team won the championship of the Elementary School Basketball Tournament...

Coach Wins Century Club Award For 116 Victories

Coach Frank Chlan of East Haven, Conn., has been named an award winner and member of the Biko West Century Club...

High School Notes

A display of four basic art forms is now being shown in the library. In addition, paintings of the same subject...

Personal Finance

Employed men and women - married or single - must get fresh start from piled up bills...

Fiorelli, finance; Mr. Allan Barwell, properties and Mr. David Reed, insurance...

Other managers: Mrs. Mary Ann Sabine and Nancy Curry...

Highland had qualified for the finals by eliminating Union School by a score of 24-12...

On Monday Gerish eliminated Moravia from the tournament with an impressive 24 to 9 victory...

Wherever you are...

Kitchens, laundry, bedroom or living room... wherever you are...

8:35 - 10 am record wrangler's Rhythm Ranch... 2 - 6:30 pm Ed Chapula's Top 20 Club

THIS WEEK ON WNHC RADIO AND CHANNEL 8

Table with columns for THURSDAY, FRIDAY, SATURDAY, SUNDAY, MONDAY, TUESDAY, WEDNESDAY. Each column lists radio and television programs with times and channel numbers.

at 7:30 p.m. and will as a group join in an evening of fun and playing cards...

New Books

New novels added to the shelves of the Hagarum Memorial Library have been announced...

Building Permits For 43 Homes

A total of 43 building permits were issued by the Town's Building Department during the month of March...

O.S.C. Meets Tomorrow

The recently elected O.S.C. Club of the Old Stone Church will meet in front of the church Friday evening, April 9...

Clockwatcher



Whenever you are... wherever you are... wherever you are...

Science-fiction: "Caves" of "Starman" by Ashmead...

Better Grades On Homework

When you do it with a typewriter... Reliance Typewriter Co. Since 1916

For Almost Any Banking Transaction

Customers of Second National can mail deposits to the bank, of course...

The Second National Bank of New Haven

133 Church Street (Next to the Post Office) 107 Whitney Avenue

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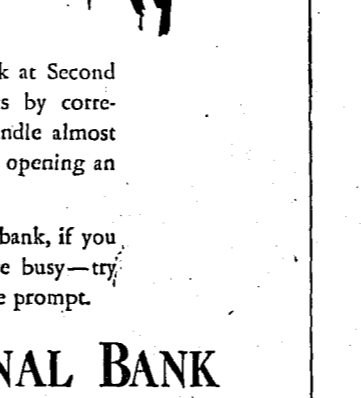
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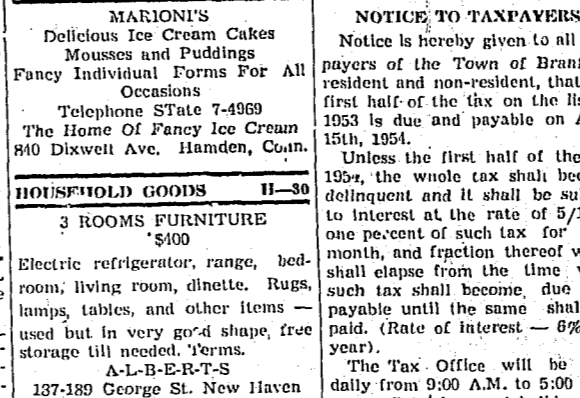
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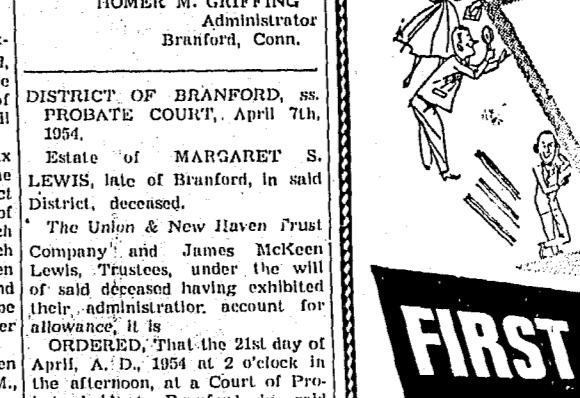
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WATKINS PRODUCTS Sales and Service Tel. HU 8-3520 38 MILL CREEK ROAD BRANFORD

Wilson Auto Sales Co., Inc. 147 MONTOWESE STREET BRANFORD

BRANWIN GLASS AND ALUMINUM JALOUSIES WINDOWS

WEEK'S BEST BUYS! Evangeline Milk, Evangeline Dry Milk, Finest Fruit Cocktail...

BAKERY VALUES! Pumpernickel Bread, Angel Cake, Raisin Cluster...

APARTMENT? TENANTS? LEGAL NOTICE?

Weeping Willows RESTAURANT LAUREL STREET - EAST HAVEN

PLANE SPOTTERS ESSENTIAL TO AIR AND CIVIL DEFENSE

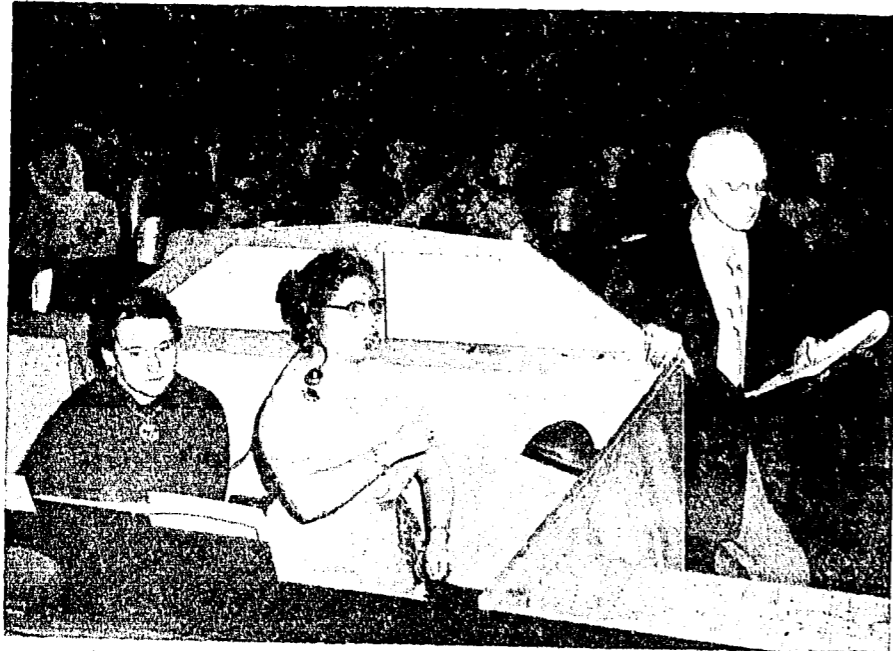
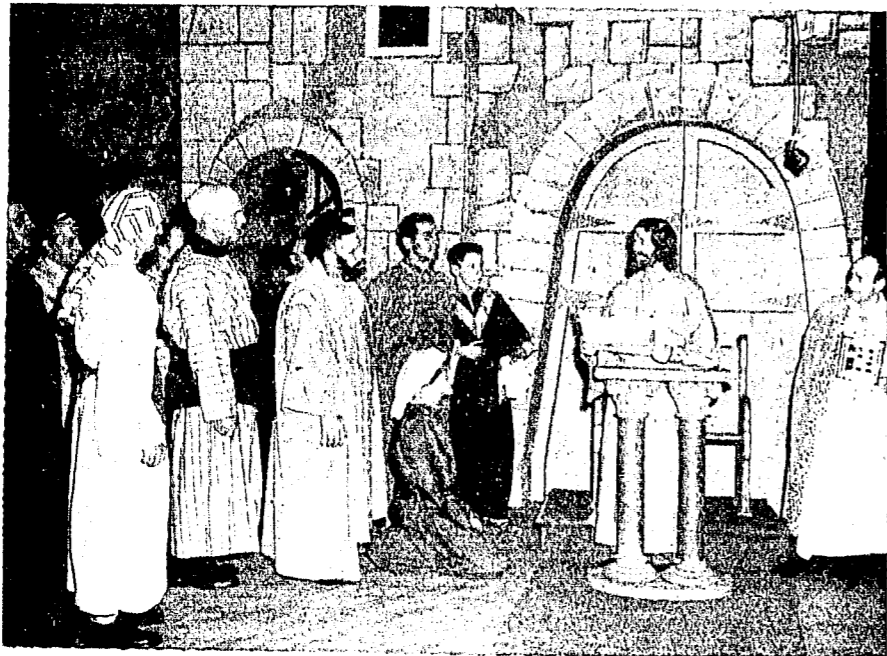
FIRST NATIONAL SUPER MARKET STORES

BAKERY VALUES! Pumpernickel Bread, Angel Cake, Raisin Cluster...

Criss Takes Basket
 A spunk team won of the Elm ball Tour Highland evening. The off zone defe Highland five foot Gerrish t job on height. t was join Sal Veri good flo

For the Letis, Li léro pl but the avall. Highl fitals School wtek. the fin game. On Monday by: The d of the ball: si gular cal. e gram

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Jesus confounding the priests in the temple, the ministry of Jesus in the temple and the procession of Jesus to the site of the crucifixion (large picture). Bottom picture shows Raymond L. Clarke, director of the play, as he guides the rehearsal while Mrs. Forence G. June, organist and director of the musical portion of the program, leads the choir from the prompter's box.



OLD STONE CHURCH PASSION PLAY

More than 1300 persons from East Haven and surrounding towns saw the annual Passion Play of the Old Stone Church Drama Guild during its three-day showing in the High School auditorium this past week-end.

Under the title "From Manger to Throne" the Lenten play depicted the life of Christ. Douglas Linsley appeared in the role of "Lad Jesus" while Wilfred Rafter portrayed the Redeemer in the role of "Cristus."

Members of the Old Stone Church three choirs participated as members of the cast and sang in the musical part of the program.

Beautiful costumes all specially created for the play were worn by a cast of approximately 100 men, women and children, while the stage was adorned with elaborate scenery. One of the most impressive scenes was that of the crucifixion of Christ and the two thieves.

Shown on this page are scenes from the play photographed by Peter Lucas at rehearsal last Thursday evening. They show the host of angels at the birth of Christ, the homage paid the Christ child by one of the three wise men, the child

MEMO TO ADVERTISERS

You have to EARN Readers' Loyalty.

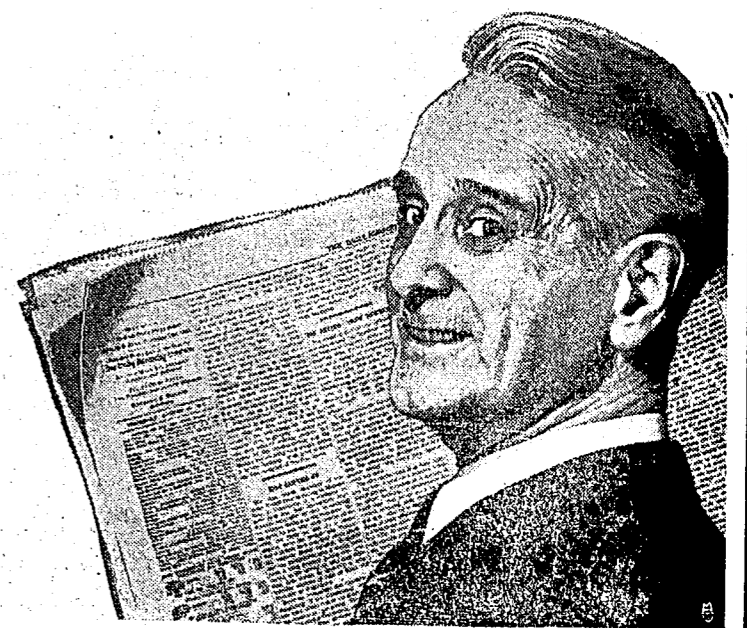
A space buyer in a large national advertising agency once said, "I can buy all the circulation I want, but I can't buy readers."

He meant that a newspaper offers something more than white space to its advertisers. It is a fact that readership, so essential to successful retail advertising, can be furnished only by the newspaper. An advertisement with little chance of being read is worthless.

Newspapers cannot buy readers either, not for more than a very temporary period at the best. We have to earn them for they are not acquired overnight. Readership is the result of confidence built over a period of time, and gradually becomes a habit. In fact, confidence and habit combine to build up loyalty in newspaper readers. Behind its white space the newspaper must have the loyalty of its readers so that it can give the advertiser adequate assurance that his sales message will be read. Newspapers have reader traffic on each page and most readers see most of the advertising. Whether or not they stop to read is determined by the headline, layout and substance of advertisement.

Reader loyalty means that subscribers will read their newspaper even though preoccupied, or not at home at the time of delivery. This means it is possible for the advertiser's message to wait until that loyal reader finds leisure time to browse through the newspaper and read all its pages. It means that no competitor can crowd the advertiser out of the reader's range and that all advertisers, regardless of size, get an equal chance for the reader's attention. Reader loyalty also means that the advertiser has the reader's confidence because through time the reader has learned to rely on what he sees in his newspaper. The advertiser is invited into his home with good company in his newspaper.

Loyalty cannot, of course, be bought. . . Nor can readers. They must be earned by the editor and the advertiser. And, of all media, none can claim more honestly that invaluable measure of reader loyalty and readership than the weekly press. When an advertiser buys space in a weekly, he buys readership-plus.



The East Haven News

Being **READ** by over half the families in East Haven each week.