

WHAT EAST HAVEN BOOSTS
BOOSTS EAST HAVEN!
MAKE EAST HAVEN A BIGGER,
BETTER, BUSIER COMMUNITY

The East Haven News

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VOL. V—NO. 17

East Haven, Connecticut, Thursday, December 23, 1948

Two Dollars Per Year

STRICTLY LOCAL...

IEWS, REVIEWS AND
PREVIEWS OF THE
EAST HAVEN SCENE
BY PAUL H. STEVENS

NEED FOR SANTA HELPERS



There is a real joy that comes from being a Santa Claus helper at Christmas time. We had an opportunity this year to experience this feeling in a larger way than usual and so did the others who shared in the privilege through the kind generosity of a Main Street merchant who asked only that his store be not mentioned if we wrote about it. One day last week we had a call from this store-keeper who told us he had something he wanted to talk to us about. It turned out that he had some hundred or more toys in his stock, toys that were new and in excellent condition, but which he desired to give to youngsters who might otherwise not have too much from Santa at Christmas. We told him we would do what we could to help. Mrs. John Tirpak of the Public Health Nursing Association called in a few friends and packaged a quantity of toys for East Haven distribution through the public health nurses and through Mrs. Otto Bath of the welfare office at the Town Hall. The other toys we prepared for distribution among ill and needy children in the Grannis Corner section where they were placed by Miss Annabelle Bruce of the New Haven Visiting Nurse Association.

The project was an interesting one and a worthy one. We wonder if it could not be followed in a larger way and with broader participation next year. We have no doubt but that other merchants would like to contribute in this way and there are always those among the welfare workers in any community who can find places where Santa can carry cheer at Christmas time.

FOR CLOSER COOPERATION

An East Havener said the other day: "I hear complaints now and then that very little is being done in this town in the way of large community projects; that too few people are taking an active interest in community enterprises which ought to be carried on here. Yet when we look around us we see that all of the organizations are busy on something or other, and that a great many of our citizens are kept quite busy in these organization's affairs. Is it that we are so busy on so many separate activities in our own circles that we fail to get together on the really large community projects that need doing?"

There is food for thought in this line of inquiry. Certainly the past year has seen a large number of activities started and each of the separate organizations in the town have gone forward with the carrying out of their own pet plans. When these have sought public support there have been many who have expressed the feeling that the general response has not been gratifying.

We wonder if the answer might not lie in the setting up here of a plan, which we have heard has worked very well in some communities, the establishment of an inter-organization central committee. If such a community council were to be formed here, with the presidents or key representatives of all the various groups as members, it might be possible to do some coordinate planning. Planning such as this, with the several civic and service organizations working together in close and friendly cooperation, could well lead to the accomplishment and realization of some of the larger needs of East Haven.

LAST CALL ON XMAS SEALS

Although it is close to the end of the Christmas Season there is still time to buy Christmas Seals, the proceeds of which will swell the mighty fund which good-will has raised to carry on humanity's battle against disease. Here in East Haven, we understand, the seal-selling campaign has been going along splendidly. Hundreds of families have seen fit to spare a dollar or more of their Christmas spending money for this great cause. And it is surprising how even the small sums add up when placed along side of others.

Conceived many years ago as an idea to raise money to carry on the battle specifically against Tuberculosis, the annual Christmas seal sale has spread to every part of the Nation. Tuberculosis and Health Associations are now numbered in the thousands, and the good that these associations do, financed as they are by the Christmas seal sale each year, extends along a tremendously broad front. The war against Tuberculosis is becoming a campaign for better health generally.

Here in East Haven the seal sale is in the hands of the Public Health Nursing Association. The seal sale chairman, Mrs. John Tirpak and her associates have worked diligently in this campaign, and the checks that have poured in show that the drive has been a fruitful one. But every additional cent, dime and dollar will count. Those who have bought seals can buy more, those who have not sent in their payments can do so promptly. Funds raised in a brief Christmas season must last all year, and there is a job to be done by every donation that is given.

Three Inducted Into Athena Honor Society

On Friday morning, December 17, in the High School auditorium, before an assembly of the entire student body, Elaine Barbary, Ann Kellerman and Lorraine Mascola were inducted into the Athena Chapter of the National Honor Society. This is the highest award attainable in any high school. Students are chosen after careful deliberation by faculty and Scholarship Committee, and must have proved their ability in Scholarship (85 or over), Character, Leadership and Service.

The program was arranged by the members of the National Honor Society under the chairmanship of Lina Terrazano, and included:— Scripture reading—Arnold Ryder (Vice president Proverbs IV: 1-13 Summary of qualification, Sally Esposito; Character, Lois Swanson; Scholarship, Bernadette Cassel; Leadership, Anita Flondella; Service, Pauline Tierney; Presentation of names, Shirley Post (secretary); Announcement of newly elected members, Superintendent William E. Gillis; Pledge to new members, Abner Notkins; Address, Principal Carl H. Garvin.

Fred De Felice, president, was the student leader and announcer and Marilyn Elliott acted as usher. Other students commended for good works and with the possibility of induction in the future, were Jean Lofquist, Mary Ann Pellegrino, Marcia Wisniewski, who were given honorable mention, Joann Dillmann, John Lawler, Roberta Bowman, Julia Criscuolo, Robert Howell, Betty Crampton, Beverly Morgan, Susan Paolillo, Barbara Prosch, Barbara Brewer, Pauline De Felice, William Woods and Patricia Moosdorf.

ANNUAL MEETING OF FOXON CONGREGATIONAL

The annual meeting of the Foxon Congregational Church will be held in the Foxon Community Hall on Friday evening, January 7 at 8 o'clock, for the purpose of hearing reports, electing officers, and transacting any other business. A covered dish Fellowship Supper will be served at 6:30 P. M. to which all members friends of the church are invited.



A VERY MERRY CHRISTMAS FROM EDITOR STEVENS AND THE EAST HAVEN NEWS

Heavy Snow Handicap To Post Office

The heavy snow fall Sunday coming in the heart of the Christmas season has taxed the facilities of the East Haven Branch Post office, but in spite of the handicap Branch Superintendent, Linus J. Swanton and his staff are keeping the Christmas mails flowing without delay. One of the chief impediments to service has been the failure of many families served by the rural carrier to remove the snow from around their mail boxes. Under the law deliveries are not to be made to boxes which cannot be reached by the carrier from inside his automobile. Supt. Swanton this week urged that the boxes be cleared out as soon as possible so that service may continue as usual.

In the meantime the East Haven carrier, J. Russell Joyce, who daily delivers mail to a total of 635 rural boxes in the northern and southern areas of East Haven is being kept at the post office sorting and making up the mail on the rural route. Four of the auxiliary clerks assigned here by Postmaster Patrick J. Good of the New Haven Postal District, have been taken from the inside office work to cover the rural route until Christmas. Two men are driving automobiles while the other two are distributing the Christmas mail to the boxes. In this way there is no delay to the mail service.

In only a few instances in the built up areas served by city carriers are sidewalks not cleared, but on Sunday and Monday afternoon the carriers encountered difficulty in making the auxiliary deliveries. Supt. Swanton expects to have all of the Christmas mail delivered the day before Christmas. He said that mailing has been done earlier than ever this year as the carriers urged so many times by the postal officials.

WOMEN'S AID WINNERS

Winners for December in the new Merchandise Club, sponsored by the Woman's Aid of the O. S. C. were Mrs. Dorley and Mrs. Kennerson.

Kids Ready For Xmas Party At Capitol Theatre

All roads in East Haven lead this Friday morning to the Capitol Theatre where the big Christmas party arranged by the East Haven Business Association for the children of this community is scheduled to start at 9 A. M.

For those unable to find room at the first show tickets will be handed out to those still in line when the doors close and a second show will be given. If necessary, so the committee says, a third show will be held. Close to 3,000 youngsters are expected.

Manager Abel Jacobs, and the members of Harry R. Bartlett Post American Legion, are cooperating with the Business Association Christmas committee headed by Herbert Lavine, in the planning for this big party. In addition to the motion pictures there will be a stage show presented by Miss Freda Swirsky with a talented group of young radio performers. Bud Finch will be the master of ceremonies.

This Thursday evening a Community Carol Sing, also sponsored by the Business Association, is scheduled for the area in front of the Town Hall. Music will be provided by a band led by Joseph Tansey and made possible by the Federation of Musicians through the Petrillo Fund.

SCHOOL SAVINGS TOTAL \$3,111.75

Savings by pupils in the East Haven school have reached a total of \$3,111.75 since schools opened in September, according to a report from Supt. William E. Gillis. Gerish Avenue school children led with savings of \$910.75 and Union were runner ups with \$641.50 and \$545. Savings in the other schools were: Foxon, \$150.50; Highland, \$352.25; Laurel, \$144; and Momauglin, \$358.75.

Town Digs Out From Surprise Fall Of Snow

First Selectman James J. Sullivan had high praise yesterday for the work accomplished by the snow-removal crew which has been busy since Sunday night clearing the East Haven streets from the heavy Sunday snow storm which has buried the community a White Christmas. Mr. Sullivan said that a dozen or so trucks and four pieces of snow removal equipment were pressed into service to clear town's highways, a crew of two dozen workers was recruited to man the equipment and wield the shovels necessary for the snow-removal task.

After the main and subsidiary traffic arteries had been cleared Monday, Mr. Sullivan early Tuesday put the crew at work clearing both sides of Main Street through the central shopping area to make way for the army of Christmas shoppers who made their appearance later in the day. By 9 A. M. yesterday the shopping district had been cleared from curb to curb.

The new arrangement under which parking of cars is prohibited in stormy periods along Thompson Avenue and High Street at both sections of the State Highway eased the clearing of these streets Monday. As a result busses were able to maintain service on schedule and there were no traffic locks. Although a heavy snow fall had not been anticipated at the early date which it arrived this winter the town highway department was not unprepared to meet it. The equipment was in first class shape and ready to combat the snow fall Sunday night when it had reached serious proportions and had threatened a general traffic tie up.

OFFICERS ELECTED

Officers elected at the annual meeting of the South District Civic Association followed: president, Walter Walters; vice-president, Henry Grell; secretary, Mrs. Francis Flood; treasurer, Thomas Penton; Thomas Gifford, trustee for three years.

Local Man Perfects Xmas Tree Lights

Product Developed Here Is Now Sold All Over The Entire Country And Organization Is Growing.

It occurred to us that the story of H. S. Bixby, former long-time resident of East Haven, who is now living at 440 Prospect Street, New Haven, would be an interesting one for our columns at Christmas time, because the chief products of the Ladbury Company, of which he is the head, are Christmas tree lights and other electrical devices for use during the Christmas season. Thousands upon thousands of Christmas tree lights and other Yuletide electrical decorative novelties, bearing the Ladbury name and neatly packaged in attractive containers, have been on sale this season in stores all across the nation.

The Ladbury Company goes back to 1918 when the former East Havener, then an electrician for the Winchester Arms Company in New Haven, began to do a little thing along electrical lines and this thinking led to a few original devices which were patented. Two of his associates at that time, J. W. Ladd and Fred Dewey, joined with him in bringing the devices to the productive stage, and because their names were Ladd, Dewey and Bixby, they hit upon the trade name Ladbury. Of the trio, only Mr. Bixby remains to carry on the work begun then. He has his son, P. D. Bixby, who resides in Hemingway Avenue, associated with him, as in Doris E. Jackson who has been with the Ladbury Company for many years.

The firm, now situated on two large floors of a loft building in Chestnut Street, New Haven, employs some half hundred or so workers and resembles a Santa Claus workshop in the Christmas tree lighting assortments being manufactured and assembled on the busy work benches.

The Christmas tree light business began only four years ago but, as may be expected, has developed rapidly until it has crowded the earlier business of the company into a small section of the plant. And the development has been so great that quarters formerly occupied in Oak Street were outgrown and the present location taken over some two years or so ago. Now much larger space is required.

The Ladbury Christmas lights are packaged under the name Yuletide and are handled by jobbers in every section of the country. In addition to a Deluxe set which is handsomely packaged and in heavy duty light set is a smaller unique ten light set with lower priced sevenlight standard assembly, and a midget set. The company also puts out a seven light intermediate base assembly for out of doors use and a very attractive window set of red and white plastic wire and red cellophane bells equipped with electric bulbs. For next year other devices are contemplated.

Inventor Of Electrical Devices Began Interesting Career As Electrician At Winchester.

Plant. He found the chief cause was the theft of bulbs from the sockets and he set about finding out a remedy. He hit upon what came to be known as the Ladbury Lamp Lock. The device is a simple one and hundreds of thousands of them have since been sold. When he proved how these locks would prevent vibration, lamp failure, loosened lamps, fire and explosion, petty stealing, and accident hazards, he had no trouble at all putting the device on the market. As a matter of fact he peddled a supply first to the Winchester Company and then to several of the other larger manufacturers in this area.

When the fluorescent light was developed Mr. Bixby found the answer in Fluor-o-Locks. These locks were simple to install, inexpensive and practical, and when factory people and stores found how they cut down accidents from falling lamps ending danger to life and property were soon being marketed by important jobbing concerns in every section of this country and in Canada. Of more recent development is the new P-40 type Fluor-o-Lock Universal which has been widely advertised in electrical and safety journals.

TOWN TOPICS

A bit of news, a bit of Gossip, a bit of Fun, Gathered on our Saturday afternoon stroll.

Jungle Bells

White Christmas.

Santa Claus on the way.

Reindeer ought to feel right at home.

Town did good job at snow clearing this week.

Gay multi-colored lights decorating town spread lustre on snow blanketed these evenings.

That beautiful Christmas display with musical accompaniment on lawn of Mr. and Mrs. Chas. Quimby in Woodward avenue at Grannis Corner well worth taking the youngsters to see.

Large crowd expected at Community Carol Sing in front of Town Hall this Thursday night.

Christmas party for children at Capitol Theatre at 9 A. M. Friday expected to draw at least 2,500 happy kids.

Thanks for all the many Christmas cards sent to Editor Stevens. One of the most interesting was that from Langlois family who always have clever ideas when it comes to Christmas greetings. This year's was most unique.

Foxon Grange getting ready for annual installation.

Churches of town set dates for their annual meetings.

Good time enjoyed at Rotary Christmas party Wednesday night at Carnevale's Colonnade.

Benny Goodman is holding "open house" from 7 to 9 P. M. Christmas Eve in the Dean Shop in Main Street. Refreshments will be served.

Town Clerk Margaret Tucker wishes us to remind East Haven business people that she has a supply of Sales and Use Tax return forms available for distribution at her office in the Town Hall. The forms are for the year ending Dec. 31.

We regret that the name of William Taft was inadvertently omitted from the list of auxiliary carriers at the East Haven branch post office during the Christmas season, which we published last week.

Christmas cards have been received from Mr. and Mrs. George Beard who are now living in Bradenton, Florida. Those who desire to write them may address them at P. O. Box 763, Bradenton, Fla. Beard white resident of East Haven was the proprietor of a beauty parlor in Main Street and Mr. Beard operated the gasoline station at Main Street and Thompson Avenue.

Miss Marlon Page of Elm Street a senior student nurse in Grace Hospital is on affiliation duty at the Middlesex Hospital in Middle-town.

The Rotary Club held its annual Christmas party on Wednesday evening at Carnevale's Colonnade. Arrangements were in charge of Roy Perry.

The Community Christmas tree on the Town Green, a living tree planted a number of years ago, presented a very beautiful appearance this season with its adornment of colored light bulbs.

Mr. and Mrs. Herbert Coe will entertain a family party at their home in Hemingway Avenue over Christmas including Helen and Howard Coe from Stockbridge, Vermont.

We were glad to greet Elwood Cook formerly of Tyler Street who was in town on business the past week. The Cooks are now residing in Manchester.

The F. J. Herzogs of 172 Laurel Street are moving this month to North Quiney, Mass.

The Dean Shop comes the latest in our 1949 Calendar collection. The picture is taken from the Revolutionary War period.

The Zoning Board of Appeals has set a public hearing in the Town Hall Wednesday, Jan. 20, on the application of Martin Olson for an open street parking area on Chidsey Avenue at the rear of the new block of stores including the Branch Bank. The parking area will be for the use of customers at the various stores on Main Street.

Snow storm of Sunday transformed East Haven into a veritable winter wonderland providing a setting for White pre-Christmas days.

Dates Ahead

- Dates Ahead must reach the Editor by Monday evening.
- Pequot Tribe, Improved Order of Red Men, each Monday at 8 P. M., Red Men's Hall, 458 Main Street.
- Star of Victory Lodge, No. 63, O. S. of B. First and third Tuesdays, Red Men's Hall.
- Rotary Club each Thursday 12:15 noon, St. Vincent De Paul's Auditorium, Taylor Ave.
- Navajo Council, No. 54, Degree of Pochontas meets first and third Wednesday, Red Men's Hall.
- Princess Chapter, No. 70 O. E. S. Meets second and fourth Mondays, 8 P. M. in Masonic Hall.
- Harry R. Bartlett Post, American Legion, meets 2nd and 4th Thursday 8:30 P. M. Legion Buildings.
- East Haven Assembly, Order of Rainbow for girls meets first and third Friday, Masonic Hall 7:30 P. M.
- South District Civic Association meets second and fourth Tuesdays, 8:30 p.m. 83 Vista Drive.
- Saltontail Civic Association, first Tuesday of month 8 P. M. Hagaman Memorial Library.
- Momauglin Lodge, No. 138 A. F. A. M. Stated Communications 1st and 3rd Mondays except July and August.
- Amerigo Club meets last Sunday of each month at 4 P. M. in Club House.
- Narkeeta Council, No. 27, Degree of Pochontas, second and fourth Wednesdays, Red Men's Hall.
- Pequot Junior Council, every Thursday, Red Men's Hall.
- St. Vincent DePaul's Ladies Guild meets second Tuesday, 8 P. M. Church auditorium.
- Legion Auxiliary meets Third Friday 8 P. M. Legion Building.
- East Haven Democrats, Second Friday, Red Men's Hall.
- East Haven Fire Co. No. 1, meets first Wednesday 8 P. M. Fire Headquarters.
- Public Health Nursing Ass'n meets first Monday 8 P. M. Town Hall.
- American War Mothers, East Haven Chapter, meets first Friday, 8 P. M. Hagaman Memorial Library.
- Christ Church Men's Club meets first Tuesday of each month 8 P. M. Church Hall.
- Half Hour Reading Club First Thursdays, 2:30 P. M. Hagaman Memorial Library.
- Bradford Manor Hose Company meets every last Monday of the month at the Bradford Manor Hall.
- St. Clares Guild meets every second Monday of the month in Bradford Manor Hall.
- East Haven Boys Scout District Committee meets first Wednesdays at Stone Church 8 P. M. Cub Pack Committee meets third Tuesday at Stone Church.
- Jr. Women's league of O. S. C. 1st Wed. of every month at 8:00 P. M. in Parish House.
- Junior Guild of Christ Church meets in Church Hall fourth Thursday in each month.
- Women's Republican club meets Third Thursday at clubrooms.
- Garden Club meets fourth Wednesday in Hagaman Memorial Library.
- Bradford Manor Auxiliary meets at the Bradford Manor Hall every first Monday of the month.
- Woman's Aid Society, Old Stone Church second Thursday, 2 P. M. Parish House.
- Junior Friends of Music, Third Thursdays 3:30 P. M. Hagaman Library.
- Dec. 23—Community Christmas Carol Sing, Town Hall.
- Dec. 24—Childrens Christmas Party Capitol Theatre 9 A. M.
- Dec. 25—Christmas Day
- Dec. 27—Momauglin Church School Festival, 101 Dewey Avenue.
- Jan. 1—New Years Day
- Jan. 4—Ever Ready Group meeting Parish House 2 P. M.
- Jan. 7—Annual Meeting Foxon Congregational Church, 8 P. M. Foxon Community Hall.
- Jan. 11—Annual meeting Christ Episcopal Church. Church Hall.
- Jan. 12—Union School P. T. A. Covered Dish Supper, 6:30 P. M. at the School.

Answer That Christmas Seal Letter



Christmas Message From Christ Church Rectory

Our religion is nothing, if not practical; it is one of doing rather than saying. This is what our Lord meant when He said: "Not every one that saith unto Me, Lord, Lord, shall enter into the kingdom of heaven, but he that doeth the will of My Father which is in heaven."

H. S. STUDENTS KEEP BUSY ON PART-TIME JOBS

There are some who may wonder what the younger generation does with its time. They may see them around the drug stores or the street corners you may say, "When I was a boy I used to work."

The Old, Old Christmas Story - Ever New

The Prophecy according to the Lord shone round about them: Isaiah, King James translation; Chapter 9, verses 6, and 7; and the Gospel of St. Luke, Chapter 2, verses 1 through 20.

XMAS SERVICES ANNOUNCED AT CHRIST CHURCH

10:45 P. M. Friday, December 25th. Christmas Eve service at Christ Church, 10:45 P. M. Friday, December 25th.

Re-Upholstering LIVING ROOM FURNITURE

MADE TO ORDER WORK EXPERTLY DONE BY MASTERS CRAFTSMEN Slips Covers Drapes Repairing - Refinishing FREE ESTIMATES PHONE 4-4411

KEEPING HOUSE by Norma Crane FAMOUS HOME ECONOMIST

DECORATIONS: Christmas rush life if a sprig of pine or holly or a buckle down to the bustiest part of the Christmas preparations... the do-cornings, wrapping, and decorations are so numerous...

Chief Hanson Gives Xmas Safety Rules

Fire Chief Ernest Hanson this week issued the following suggestions and regulations concerning the use of Christmas trees and decorations during the Holiday season.

Christmas Eve Services at Christ Church

There will be a Christmas Eve service at Christ Church, 10:45 P. M. Friday, December 25th.

XMAS PROGRAM ENJOYED AT ST. ANDREW'S

The annual Christmas program of the Church of St. Andrew's was enjoyed by all on Monday night.

WHAT CAUSES HEART DISEASE

Each year more deaths occur from heart disease than from any other single cause. Yet, knowledge and care could reduce deaths from many illnesses affecting the heart.

FOOD... through the ages... PRIMITIVE MAN, WHEN LUCKY ENOUGH TO KILL A SICK OR WOUNDED WASTARD OR WOOLLY RHINOCEROS, GORGED HEART AND LIVER FIRST.

HAPPY HOLIDAY FOR HARRISES RIDING A FLOAT in Hollywood's annual Santa Claus Lane Parade is radio comedian Phil Harris (left) leaning over to the...

J. A. LONG CO. 154 Dodge Ave. East Haven Phone 4-0804

Pete's Diner SALTONSTALL PARKWAY EAST HAVEN Extends to its many Patrons the Season's Greetings

The Dean Shop BENNY GOODMAN EXTENDS HEARTY GOOD WISHES to all at this CHRISTMAS SEASON THE DEAN SHOP 226 MAIN STREET EAST HAVEN

Louis Maggiore Thomas Ferrara and the staff of THE EAST HAVEN GREEN GARAGE 175 MAIN STREET EAST HAVEN

Extend best wishes for a MERRY CHRISTMAS and HAPPY NEW YEAR TO THEIR FRIENDS AND PATRONS

To all of our Many Customers and Friends We Extend the Greetings of the Seasons and Best Wishes for A Happy New Year East Haven Cleaners 309 MAIN STREET EAST HAVEN

Merry Christmas and a Happy New Year Happy New Year J. A. LONG CO. 154 Dodge Ave. East Haven

A Very Merry Christmas and a Happy Prosperous New Year John P. Morgan 218 MAIN STREET EAST HAVEN

A HEARTY AND JOYOUS CHRISTMAS AND A HAPPY NEW YEAR FOR ALL IS THE SINCERE WISH OF TOWNE CLOTHES 291 Main St., East Haven

A Very Merry Christmas AND A Happy New Year FROM GRAVES SPORT SHOP 224 MAIN STREET EAST HAVEN

Best Wishes for a MERRY CHRISTMAS AND HAPPY NEW YEAR THE GIFT SHOP 240 MAIN STREET EAST HAVEN

Mary, Eleanor and Tony wish the patrons of the Mary Therese Beauty Salon A Merry Christmas and A Happy New Year 267 MAIN STREET EAST HAVEN

Cut 'n' Sew 293 Main Street East Haven PLEASE NOTE! We will be closed the Holiday week from Dec. 25 thru Jan. 1

HOLIDAY GREETINGS Smitty's Restaurant under new management JOSEPH GOTTLIEB 222 Main Street East Haven

A Merry Christmas and A Happy New Year Gus' Coffee Shop 181 Main Street East Haven

OUR HEARTIEST HOLIDAY GREETINGS Frank's Barber Shop FRANK MESSINA 328 Main Street East Haven

CANDLE LIGHT PROGRAM AT STONE CHURCH Christmas services in the Old Stone Church Sunday were largely attended. One of the features of the annual Candle Light program...

THE BEST IN WEDDING INVITATIONS AND ANNOUNCEMENTS AT THIS HAPPY HOLIDAY SEASON We extend greetings to our many friends and patrons

ECONOMY PACKAGE STORE Dan Parilla Dick Parilla 269 MAIN STREET EAST HAVEN

SEASON'S GREETINGS Anderson Auto Accessories 222 Main Street East Haven

A Merry Christmas and A Happy New Year Gus' Coffee Shop 181 Main Street East Haven

OUR HEARTIEST HOLIDAY GREETINGS Frank's Barber Shop FRANK MESSINA 328 Main Street East Haven

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Season's Greetings JOSEPH R. SUTHERLAND Tel. 4-1920 491 Main Street East Haven

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Christmas Card Scene

BY BILL AHERN

The hustle of the few shopping days before Christmas removes many memories from the minds of the townspeople. From now until after church services on Saturday there will be little time to meander down memory's lane looking for the mileposts of the past which have been obliterated or partially covered by the snowdrifts of time.

To the athletic fans Christmas in Branford once meant an exciting basketball clash with the cream of the town's greets opposing the best of the Elm City. For many years it was the never-to-be-forgotten games between the Atlas and the Hustlers. Previous to those playing dates, many of the town's championship series pitted the uptown against the downtown, the M. P. Rice Hose Company versus the old T.A.B.'s. Around 1905, earlier than that, at the turn of the century, the Branford Battery had a team which was rated among the best in the state. To each of those fine quintets, Christmas night was the money night. The scheduled foe was expected to carry the home club into the realm of financial security for the balance of the season.

The same situation prevailed down through the years. The Battery teams, the Big Fives, the Laurels, the Tanks, the Alumni, the Grads, thrived because of the gates of the Christmas night contests.

Although the town was represented by excellent teams, much of the game period was spent in renewing acquaintances. People who returned to town for the Christmas visit with the old folks always stopped in to meet and greet some friend who had not been welcomed during the past year. College students used the game as an excuse to meet former classmates of the high school. Indeed, the school stars often were represented by a pick-up collection of ball players who called themselves, the Collegians.

One of the town's bitterest court rivalries was inaugurated on Christmas night. It was the torrid Laurels-Tanks contest. Another age old fray cooked up for that night was the West Haven Red Devils versus the Big Five. In later years, the Red Devils annually came to Branford for a game with the Tanks and then to play the Alumni.

The latter unit was a strange combine.

It initially started among a pair of Community House ball players, John "Birdie" Hart and John "Skip" O'Tell. Bud Fisher, George Latch, and Mink Swirski rounded out the starting five. Harvey Royden, Chick Ahern, Joe Purcell, Duke Lacko, George Hallden were among those who saw constant action. Most of their games were played at Redman's Hall where they met any and all teams from anywhere in the state. Quite naturally, they played only the smaller fives at first and did not fare too well until Mink spoke up one night during half time and suggested that the team would do better if it took its time and worked the ball in.

The suggested idea was just what the doctor ordered because both Hart and Swirski were deadly long shots and were without peer in moving the ball through a defense. A few games later and Hart, then about five foot seven and Swirski, possibly an inch taller, were moved into the backcourt. All advice to the contrary was passed up because their timing was so acute that they could get a ball off the backboard and be away before the ordinary player could maneuver. It was a radical change from the accepted standards of play when a scat player was expected to run like a scared rabbit in the forecourt and let the big man fight for possession. Yale uses a like system today. The pair were augmented by Latch, however, and the six footer was a past master at using his elbows in a tight spot.

The team was not a popular one in the Community League play during the early years. It was the first organization to be uniformed while playing in the loop, being the nobby, and sometime snotty, possessors of a neat black uniform with white block letters and white numerals on the back.

Believing that everything lies in experience, the team scheduled games for every night in the week. On several occasions it played fifteen contests in a fortnight and for three years straight it played a schedule of over seventy-five games a season. In the one year it played eighty-four, it managed to win eighty-two.

Its first break into big time were games scheduled against the Tanks, coached by Pat McGowan, Collegiate Prep, mentored by Sam Pito, now headmaster, and the Community Club which had Peokie Alderman and the Goldstein brothers, Murray Dietz among others in its line-up. The latter were managed by Atty. Charles Henchel of New Haven.

By that time the complexion of the local squad had changed. John O'Tell had moved away and various others had been supplanted by Joe Resjan, Walt Brannigan, Carl Montellus, Stu Clancy, Pete Pauk, etc. The initial trio of Latch, Hart and Swirski remained.

The home court at Redman's Hall was abandoned since someone discovered that they did not rent the hall and started a depression dance place where you could do variations of the light fantastic all night for a dime.

Out of state contests against top pro teams were listed. Red Eagle, famous All American, brought a fast collection of pro ball players to Connecticut with the hope of cleaning up on a barny storming tour. Branford was the only game they played for a combination Hart to Resjan offset a brilliant display of pro tricks, bucket shooting, and the like.

Newspapers forced the better teams to meet the black and white clad team. The Alumni was probably the best publicized local team of all time.

In those years, the mid-thirties, the Industrial League of New Haven was the strongest ever known. Carrol Cut-Rate and Sigal-Lou were two of the top notchers. The Telephone quintet was a fancy organization. Seamless Rubber, Uneda Bakers and many more were given top player injections.

In time many of the Alumni stars drifted into the circuit. The D.L. and D. Ave took Latch, Hart and Brannigan. It had Lacko. Resjan went with Uneda Bakers. Others were not eligible for play.

With dramatic suddenness, the team fell to pieces. A few abortive attempts to reunite its personnel were attempted but the fun was gone. The last straw took place in the Industrial League when Hart injured his hip permanently.

Thus, the athletic fans will have naught but memories to play with this Saturday night. Each decade of years will have its particular bright spot. But people will get together. And people will talk.

It may be that the folks, especially the younger ones, will recall a game played in December 1944. It was in France. In the paratroop division there was to be a football game to be played in "The Champagne Bowl", in Reims, between the Screaming Eagles and the Sky Train.

A blizzard and a German Counter Attack, cancelled the contest and a grim one took its place. It was called the Battle of the Bulge. It started on December 19th and the tide broke in the allied favor on the 24th when the planes were able to get into the air. Each combat man, in that fray, and there were many from Branford, will have his own memories of that conflict. It may be that the punch bowl and its Tom and Jerry contents will reveal that greatest of all Xmas frays.

It is more probable, however, that the bowl's delirium will recall a Christmas scene in Branford. Spotted churches; the white blanketed Green. Memorial carillon chimes from two churches breaking the frosty stillness. Church choirs singing the praises of "The Nativity". Crib scenes in some of the sacred temples. Vari-hued lights casting reflections on the glazed expanse of packed snow flakes. Christmas trees trimmed to the gaudy satisfaction of the family. Full stockings heavily testing the strength of their tacks. Mountains of discarded wrappings partially hiding the silks and woolsens, steel and plastic of presents. Blaring radios retelling in song, the Christmas Story. Evergreen bedecked doorways summoning, with mystic friendliness, all who are burdened and heavily laden, to cast aside their cares and enter an open house where the joy of the Christ child's birth is reflected in the happiness of the household.

There is no room for the retelling of sports-of battles. There is only space for a miracle such as happened one thousand, nine hundred and forty-eight years ago when an expectant mother was shunted from an inn into a stable for the wonder of birth. There is room for the happiness that floods a mother's heart after each nativity; that and a few ems of type to say—
MERRY CHRISTMAS.

HIGH SCHOOL TROUNCES NOTRE DAME HIGH 81-30

The Branford High basketball team became a souped up scoring machine at the state armory on Wednesday night when the charges of Coach Warren Sampson burned the meshes with a hot scoring display to overwhelm Notre Dame High of West Haven 81 to 30.

Lou Locarno was again the high scorer but this time he was closely pursued in the scoring column by co-captain Bob Vishno. Blake Lehr turned in an effective job in the other forward spot when he hit the cords for four baskets and two fouls. He would have tallied more had he not been the victim of first half fitters.

Only Winfield was able to tally with any measure of accuracy for the visitors. The agile forward counted for ten points in the losing effort.

Branford led at the first quarter 15 to 4 and reached into a halftime lead 39 to 8. Frequent substitutions slowed down the game in the second half but the scoring rushed on and on as the Hornets gained a 55 to 15 edge at the end of the third and then closed out the spurge with 26 points in the last frame.

Aside from three practice games scheduled for the Christmas holidays, the playing season will be curtailed until the reopening of school in January.

The Branford Jaycees lost the opening game 21 to 18 to the Notre Dame seconds.

Branford		Notre Dame	
Locarno	10 2 22	Winfield	4 2 10
Lehr	4 2 10	Clause	0 0 0
Dolan	2 0 4	DeMayo	0 1 3
Sobolewski	2 3 7	Hoesche	1 0 3
Coleman	0 1 1	Blehm	1 2 4
Charter	3 2 8	Palino	0 2 2
Butteller	3 2 8	Lillquist	2 0 4
Vishno	9 2 20	Muller	0 0 0
Long	2 2 6	D'Onofrio	0 0 0
O'Tell	34 13 81	Pelster	0 0 0
		Lucent	0 0 0
		Reynolds	0 0 0
		Total	11 8 30

Officials: Utke, Shanbrom.

Lou Locarno Paces Hornets Over Friars

Lou Locarno's torrid scoring eye set the pace for the undefeated Branford Hornets at the Hamden Gym on Monday when he tallied 20 points to lead all scorers in the heavy rout of the locals over St. Mary's in a return clash 55 to 35.

Earlier in the season the Branfordites manured the Friars 45 to 25. Locarno hit for nine baskets and two charity tosses to establish his scoring mark. Runners up were the co-captains, Bob Sobolewski and Bob Vishno, each of whom tallied a dozen markers apiece.

The game marked the return of Dick Dolan to action. Calavoipe was the high man for the home club getting 13 points in the twenty point effort.

Weiss and Barbarito officiated the contest and called a total of 27 fouls.

Mr. James Murphy, a freshman at the University of Conn., will spend the Christmas vacation with his mother at her home on Maple Street.

Stanley Petela, a student at Michigan State College, and his brother Edward, a sophomore at Boston College, are spending the Christmas vacation at the home of their parents, Mr. and Mrs. Michael Petela of East Main Street.

Ansonia Vets Trim Branford As Ryan Stars

An augmented Ansonia Vets, paced by Red Ryan, former Arnold College luminary and once the mainstay of the Naugatuck pros, gave the I-A's their first defeat at the state armory last Saturday night beating the locals 58 to 52 in a thrilling battle.

Branford had many opportunities to win the game but its inefficiency at the charity line cost them the contest.

The advertised appearance All stars Vinny Drak and Al Webb was cancelled at the last moment when the pair were advised that a showing in a semi-pro contest would make them ineligible for scholastic basketball play this winter.

Ryan with 19 counters and Parker with 16 set the scoring pace for the visitors while Vin Castellon and Willie O'Toole with ten and nine points respectively.

Ansonia		Branford	
Lashmits	2 0 4	Desl	3 0 6
At	1 1 3	Crisafi	1 5 7
Porderles	1 1 3	Castellon	4 2 10
Ryan	8 3 19	St. ohn	0 0 0
Parker	6 4 16	Fortune	3 3 9
Bauno	0 2 2	O'Toole	0 0 0
Sleeves	2 2 6	Caldenzle	3 0 6
Total	23 12 58	Miller	0 2 4
		Orsene	1 0 2
		Clancy	1 2 4
		Erickson	2 0 4
		Total	19 14 52
		Halftime Score: Ansonia 24, Branford 20.	

David Clark, the son of Mr. and Mrs. Norman Clark of Wilford Avenue is spending the Christmas holidays with his parents here. He is a Junior at Yale University.

Charles Sobolewski, son of Mr. and Mrs. Charles Sobolewski of Russell Street, is vacationing at the home of his parents. Mr. Sobolewski is a student at Clarkson Tech.

DON'T FAIL TO WATCH THE OUTSTANDING XMAS EVE TELEVISION SHOW!

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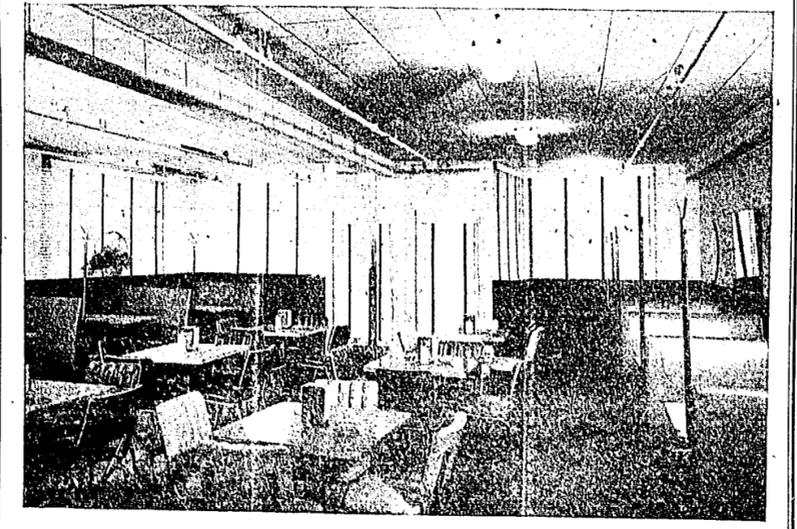
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DECEMBER 24 9:15 P. M.

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SEASON'S GREETINGS



The Mirro-Glass Restaurant

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(CORNER MAIN AND IVY STREETS)

SPORTS IN REVIEW

by Bill Ahern

A red hot scoring prospect has been uncovered by Coach Sampson of the Hornets. His sophomore ace, Lou Locarno has ridden the baskets with his accurate shooting which to date totals 79 points in four games. In old fashioned arithmetic it means an average slightly over so slightly under 20 points per game.

After a slow start Bob Vishno appears to have finally awakened. Hailed as a fine prospect four seasons ago, the co-captain never lived up to his promise until a week ago. He had been warned that he would have to step aside for the fast moving Addison Long unless he shook himself awake. His twenty points last night was a welcome answer to his critics.

Jim Murphy was spectacular for at Stars on Monday night when he entered the game cold but he would paced all shooters with sixteen points in seventeen minutes of play. The big pivot, traveling over snowy roads did not arrive at the game until it had strived but once he entered the game cold in the second period, a close game was turned in to a rout. The husky pups racked up 79 points.

In the opening games of the Community League at the high school last Sunday, the C. F. U. outscored Indian Neck. The Eastsides prising Carver Club measured Stony Creek 22 to 20 in an overtime. There were no games played on Wednesday night because of the high school game being played at the state armory but the scheduled 0 this will be on the docket on Sunday afternoon.

Billy Hinchey of Collegiate Prep not enter any games for the school during the holidays. Seems that the new benedict, Coach Fletcher Ferguson neglected to schedule any contests during the two week in term. Hinch appears set for North Carolina next fall.

Door Prizes, to the contrary, the I-A club is falling to attract many to the scheduled armory games. Manager Ralph Cimino is at a loss to explain the public apathy because the club has been outstanding in its games to date.

I-A's Defeat Saybrook 69-37

Branford gained a measure of revenge over the Saybrook Rams in a rough battle in the Branford armory on Montowess Street on Tuesday evening when Willie O'Toole, Frank Crisafi and Lou Desl found the scoring range and set a terrific pace to allow the I-A's to defeat their nemesis 69 to 37.

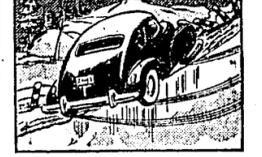
For the first half the game was a nip and tuck affair with Belmont and Torrent hitting the cords with ease for the visitors. Lou Desl's return to form in the last half offset the advantage and his support coupled to the spectacular efforts of Frank Crisafi's steady shooting brilliance turned the 20th margin into the rout.

Able Booth and Warren Sampson refereed the contest. A return contest will be played in Saybrook at a later date.

Saybrook		Branford	
Torrenti	5 0 10	Castellon	1 4 6
Belmont	5 2 12	Crisafi	9 0 18
Pedimelli	2 2 6	Desl	6 0 12
Maynard	0 0 0	O'Toole	6 0 12
Marled	1 3 6	Fortune	2 0 4
Porter	1 0 2	Erickson	1 1 3
Milardo	1 0 2	Clancy	1 0 2
Temelini	0 0 0	Orsene	1 1 3
Total	15 7 37		

Muller	1	1	3
Caldenzle	2	0	4
B. Recarroll	0	0	0
Total	31	7	60

DO YOU KNOW -



that to stop at 20 M.P.H. it takes: 26 ft. on wet concrete but only 21 ft. on dry concrete?

69 ft. on packed snow with no chains but only 40 ft. on packed snow with chains?

169 ft. on glare ice with no chains but only 88 ft. on the same ice with chains?

When roads are bad, SLOW DOWN. If conditions require chains, put them on; if roads are wet, allow extra room to stop. Remember, you're one foot from trouble - your foot on the accelerator.

This message presented in the interest of our policyholders and all other motorists of this community.

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JOHN BEGG	86 PROOF	5TH BOT	4.49

Gins

POLO CLUB	85 PROOF	5TH BOT	2.49	HALF GAL	5.95
ROBIN HOOD	90 PROOF	5TH BOT	2.59	HALF GAL	5.99
RED CROWN	90 PROOF	5TH BOT	2.59	HALF GAL	5.99

Brandies

COAST-TO-COAST	CALIFORNIA 84 PROOF	5TH BOT	3.39
CHATEAU IMPERIAL	84 PROOF	5TH BOT	3.49
OLD FAIRFIELD APPLE	84 PROOF	5TH BOT	3.39

Cocktails

AUSTIN NICHOLS MARTINI	86 PROOF	5TH BOT	2.35
AUSTIN NICHOLS MANHATTAN	86 PROOF	5TH BOT	2.75
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COAST-TO-COAST CALIF. SWEET WINES					
5TH BOT	55°	HALF GAL	1.29	GAL JUG	2.39
Mouquin	5TH BOT	75°	Petri	5TH BOT	79°
Roma Estate	5TH BOT	85°	Cresta Blanca	5TH BOT	1.15
COAST-TO-COAST CALIF. TABLE WINES					
5TH BOT	49°	1/2 GAL	99°	GAL JUG	1.89

Whiskies

TOM MOORE	KENTUCKY STRAIGHT BOURBON	5TH BOT	2.99
PEMBROOK	86 PROOF	5TH BOT	2.95
BRIARCLIFF	BLENDED WHISKEY	5TH BOT	2.99
LYNNBROOK	86 PROOF	5TH BOT	2.99
GREEN VALLEY	86 PROOF	5TH BOT	3.79

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