

The New

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Mountainside News

In An Unbiased Manner

VOL. 6 - NO. 45

MOUNTAINSIDE ECHO

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HOOFBEATS OF UNION County's 4-H Club sound every afternoon at 5:30 p.m. Summer rd. Mountainside, where the 20 members of the group gather there to carry out the 4-H projects of horsemanship and horse ownership. Three of the Mountainside members, all of whom own their own horses are pictured astride their mounts. They are left to right: Sheri Smith on her chestnut mare "Sweet Ginger," Candie Moore on her bay gelding thoroughbred, "Eye-Ola," and Janet Moore astride her chestnut mare "Patsy-Doo."

Local Equestriennes Triumph 4-H'ers Gallop Away With Honors*

By RITA ZEISS

Two Mountainside residents of the Union County Houndsbeaters branch of the Union County 4-H Club, won honors last weekend at the Rock Spring Horse Show in West Orange.

Fifteen-year-old Sheri Smith of 922 Mountainside Circle, riding her chestnut

Non-Partisan Aid Sought By Mayor In Local Affairs

Mayor Frederick Wilhelm Jr., who is running for the Republican ticket for the three-year term left vacant by the resignation of former Mayor Charles Johnson, announced this week that he has invited many of the "talented people" of Mountainside—regardless of party affiliation—participate in local government.

Wilhelm, who was recently appointed to the mayoralty by the Borough Council, pointed out that the activities on the various boards and committees of the borough to a large extent determine "the direction and the vitality of the community." He emphasized that there are many residents with engineering and administrative skills and a wide variety of backgrounds who would be an asset to the community serving on these boards and committees.

Residents are urged by Wilhelm to attend council meetings and public meetings of the Planning Board and Board of Adjustment.

The Mayor also endorsed William McCurley and George Coughlin, Republican candidates for Borough Council, and urged voters to support the entire local "Republican slate" on Nov. 3.

McCurley and Coughlin backed Wilhelm in his desire for citizen participation in local government.

George J. Coughlin

George J. Coughlin has a lot of work cut out for him on his home territory.

"Almost an acre" he moans, "to tend and mow and weed." His job as production supervisor at Tung Sol Electric in Bloomfield is a demanding one consuming one and seldom leaves much time for fishing, golfing or any of the many other sports he enjoys.

Yet he is running on the Republican ticket for a seat on the Borough Council of Mountainside.

"My wife told me I was crazy," he confesses, adding that he is a little inclined toward that belief himself when he slopes to total the hours he has put in campaigning.

Coughlin, a tall, lean young man says, "I have no commitments to anyone, no one can influence him to do anything."

(See the Wilhelms and McCurley win next month, and I think we will all

GEORGE J. COUGHLIN (Continued on Page A-2)

Board Received Clear 'Mandate,' Hartung Claims

150 'Vote' Against Multiple Housing At First Meeting

Ditzel Submits Results Of Poll Study; Urges Council To OK Construction



Post Card Poll Gets 650 'Yes' Votes In 1,170

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3 CHILDREN SELL PUMPKINS TO AID KENNEDY LIBRARY

A trio of Springfield children went into business in a big way last week and for a big purpose. Kevin and Clara Porter and Ellen Kampf spent a whole day selling home-grown pumpkins throughout the neighborhood and they returned with a profit of \$36.

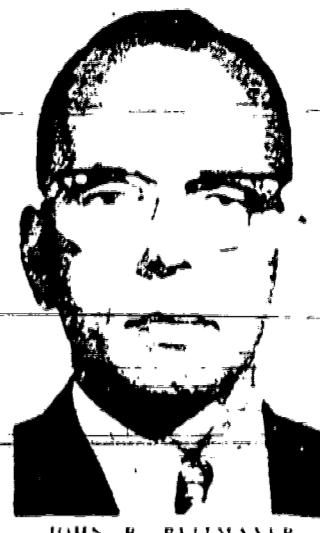
The youngsters are sending this money in their contribution to the John F. Kennedy Memorial Library. The girls' Kite Incidentally were raised in the Porter garden at 21 Tooker pl.

NEIGHBORS WANT YOUR USED HOME TELL US WHAT YOU HAVE. ECHO PLAZA CLASS FOR CLOTHES 1000

UNICEF Projects To Get Funds Raised By Junior Ghosts, Goblins

Army Promotion To Mai. Padalino Ceylonese Teacher Will Survey District

Olympic 'Champ' To Speak Friday At Youth Canteen



JOHN R. BLITZENMEYER

Plastics Concern Lists Promotions For Top Officers

Music Festival Seen Big Success

IT'S OUR 10th ANNIVERSARY

1954-1964

Join With...

Crestmont Savings

AND LOAN ASSOCIATION

In Celebrating Their...

10th Anniversary in Springfield

10 YEARS OF GROWTH: Savings have grown from \$150,000 in 1954 to \$17,000,000 in 1964. Over 10,500+. Even more important the number of depositors has grown from 150 in 1954 to over 8,000 today.

For You...
To Help Crestmont
Celebrate...

A USEFUL GIFT!

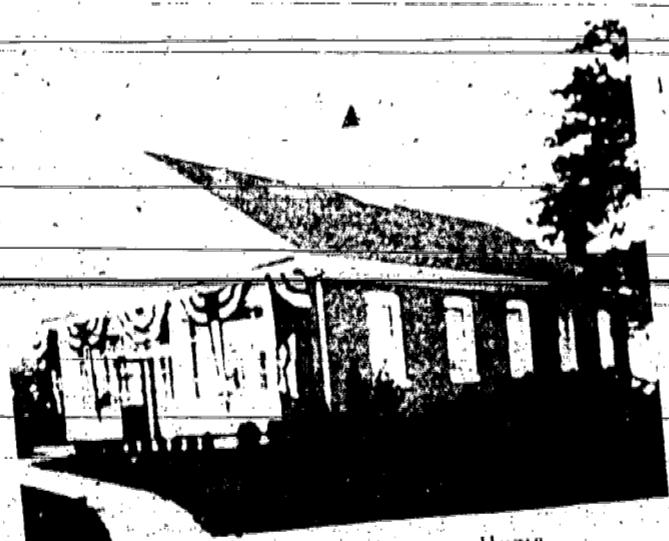
During the period of October 26-30,

We will present to anyone who opens an account for \$25.00 or adds \$25.00 to their present account, in our Springfield offices only your choice of...

A FIRST-AID TRAVEL KIT or A POCKET ADDER.

One gift to a customer...
WHILE THEY LAST!!!

WHERE YOUR DOLLAR WORKS HARDER GROWS BIGGER!



Crestmont's Morris Avenue Home
For The Past Ten Years

Our Services

- Deposit and Withdrawals may be made at any one of our convenient locations.
- Savings Accounts
- Savings by mail
- Christmas Club
- Mortgages
- Construction Loans
- Improvement Loans
- Loans on Savings Accounts
- Student Loans
- Money Orders
- Cash Checks
- Gift Checks
- United States Savings Bonds sold and redeemed
- Public Service Payments
- Commonwealth Payments
- Telephone Payments
- Customer Parking

Crestmont Savings
AND LOAN ASSOCIATION

175 MORRIS AVENUE

(Corner of Linden Avenue)

SPRINGFIELD

(Springfield Office)

DR 6-5940

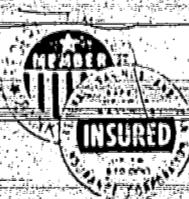
MAIN OFFICE: 1886 Springfield Avenue

Maplewood - SO 3-4700

ECHO PLAZA SHOPPING CENTER

RI-22 and Mountain Ave.
SPRINGFIELD (Mountainside Office) DR 9-6121

Tuscan Office: 1040 CHANCELLOR AVE.
Maplewood - PO 1-4300



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Channel Lumber Breaks Ground For Central Office, Warehouse

Krates Holding Lead

Miss Singer Ends Seton Hall Course

Enrolled At Drew

Southern Coed

Steak Sale!

Red meat in CHOICEST AGED AND TRIMMED
Porterhouse or Sirloin lb. \$1.09



SPARE RIBS

Center Cut

HAM

STEAKS

99

lb.

Famous

HAM

LOAF

99

lb.

99

FRESH FILET **FLOUNDER** lb. 65c

• THOUGHT FOR THE WEEK •

To profit from good advice requires more wisdom than to give it.

GARDEN FRESH!!!

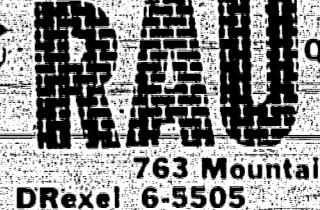
FANCY SPINACH

pck. 25c

WHITE CALIFORNIA

SEEDLESS GRAPES

pck. 25c



RAU QUALITY MEATS AND PRODUCE

FREE DELIVERY
of
course!

763 Mountain Avenue
Drexel 6-5505
Springfield

Savings Are Insured up to \$10,000 by The Federal Savings and Loan Insurance Corporation

Volunteers Starting Drive To Fund Goal

Volunteers opened an annual drive to save money for the Mountainside Community Fund this week aimed at raising the annual drive for off-the-shelf funds to its goal of \$17,000. The campaign was spearheaded by Harry Wester, president of the Elks Club, and John F. Nelson, director of the Department of Health, Welfare and Recreation, who announced that to date the group has received contributions of \$15,000.

The group will present a check for \$15,000 to the Mountainside Rescue Squad, the Mountainside Boy Scouts, Girl Scouts, the Senior Citizens' Nursing Association, the Union County Psychiatric Clinic and James Keating and the Young and Paine Counseling Service.

Nelson urges the public to contribute to the campaign and make contributions that the Rescue Squad, a private organization, of the funds goes to emergency service and provides for the future.

Stypa Profile

(Continued from Page 1) back the vote was a walk of shame. The voters have a right to know what's been done with their tax dollars, he said. William feels on the reelection it's important that we stay in office and do a good job.

He and his wife have pledged themselves to residing in the community after they leave office.

JOE STYPA is as the son of a schoolteacher. He takes his duties seriously. He does golf and tennis, but says that he had time to play regularly. But he prefers the game of golf because he enjoys the New York State area for International Telepathy, the New York Daily Telegraph, and West Palm Beach, Fla., where he spends his time away from home for long periods. He feels a great sense of responsibility if he takes his family from his family to a new place where he can't see the greens. Now that he spends his time on the greens, he gets to know all the other players with Duffer J. Clegg, who sees parts of the golf course they never laid eyes on before.

Overseeing the homework of his two daughters, Billie, 10, and Kathryn, 6, is just as much a job as wife Betty. Billie, Kathryn, and William all have blue eyes, like their father. Until recently, William's favorite hobby was walking his only dog, a sheepdog named Cindy, had brown eyes like Joe.

Joe and his wife, the former Betty Lou Streisel, met back in high school days when both lived in Roselle. After graduating from St. Benedict's Preparatory School, Joe worked for four years in construction work before entering Union Junior College, Cranford. He recently served as chairman of the tenth year reunion of the Class of 1954 of UJC.

He and Betty were married in January, 1956, while Joe was in his last year at Newark College of Engineering, which he entered after completing UJC. The Stypas moved to their present home at 1088 Willow Rd., Mountainside, shortly after Joe completed his degree in electrical engineering at NCE. Joe has added a den in the rear of the pleasant home and enjoys juggling around doing odd jobs in his spare time.

But spare time for Joe has been, until quite recently very spare. He received his master's degree in electrical engineering from his alma mater in 1962 after attending night sessions in addition to carrying a full-time job.

A member of the Mountainside Kiwanis and the Roselle Chapter of the Knights of Columbus, Joe wishes he had more time.

Edward Burke Dies; Elks Club Steward

Edward Burke, who has served for the last 12 years as steward at the Elks Club, Mountainside, died Oct. 12, in Veterans Administration Hospital, East Orange, where he had been taken a few hours before from his home at 1193 R.R. 22, Mountainside. Funeral services were held last Friday in Hazleton, Pa.

He is survived by his wife, Katherine Burke; a daughter, Valerie; and a son, Lee, both at home, and his mother, Mrs. Edward Burke, of Philadelphia.

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DEERFIELD CUBS. Two members of Cub Pack 59, which recently won the Silver Life Card from the State PBA, are shown receiving awards from keep-fit Indian Club President, Mr. W. L. Wester. Left is Kenneth Bartlett, standing at left, and William Albrecht, standing at right. Both received gold arrow and a lion badge with one gold and two silver arrows. William also received his hon. badge with one gold arrow.

Coughlin Profile Bloodmobile To Visit This Area On Nov. 3

COUGHLIN'S MOTHER

Billie Coughlin's mother, Mrs. Mary Coughlin, 75, of 1088 Willow Rd., Mountainside, died Saturday morning. She was born in Ireland and came to America in 1912. She was a widow for 20 years. She is survived by her son, Billie, and his wife, Betty, and three grandchildren.

Billie Coughlin, 42, of 1088 Willow Rd., Mountainside, is a graduate of the University of New Jersey. He is a member of the Coughlin household.

Joe Coughlin, 18, of 1088 Willow Rd., Mountainside, is a graduate of the University of New Jersey.

John Coughlin, 16, of 1088 Willow Rd., Mountainside, is a graduate of the University of New Jersey.

Billie Coughlin, 14, of 1088 Willow Rd., Mountainside, is a graduate of the University of New Jersey.

Billie Coughlin, 12, of 1088 Willow Rd., Mountainside, is a graduate of the University of New Jersey.

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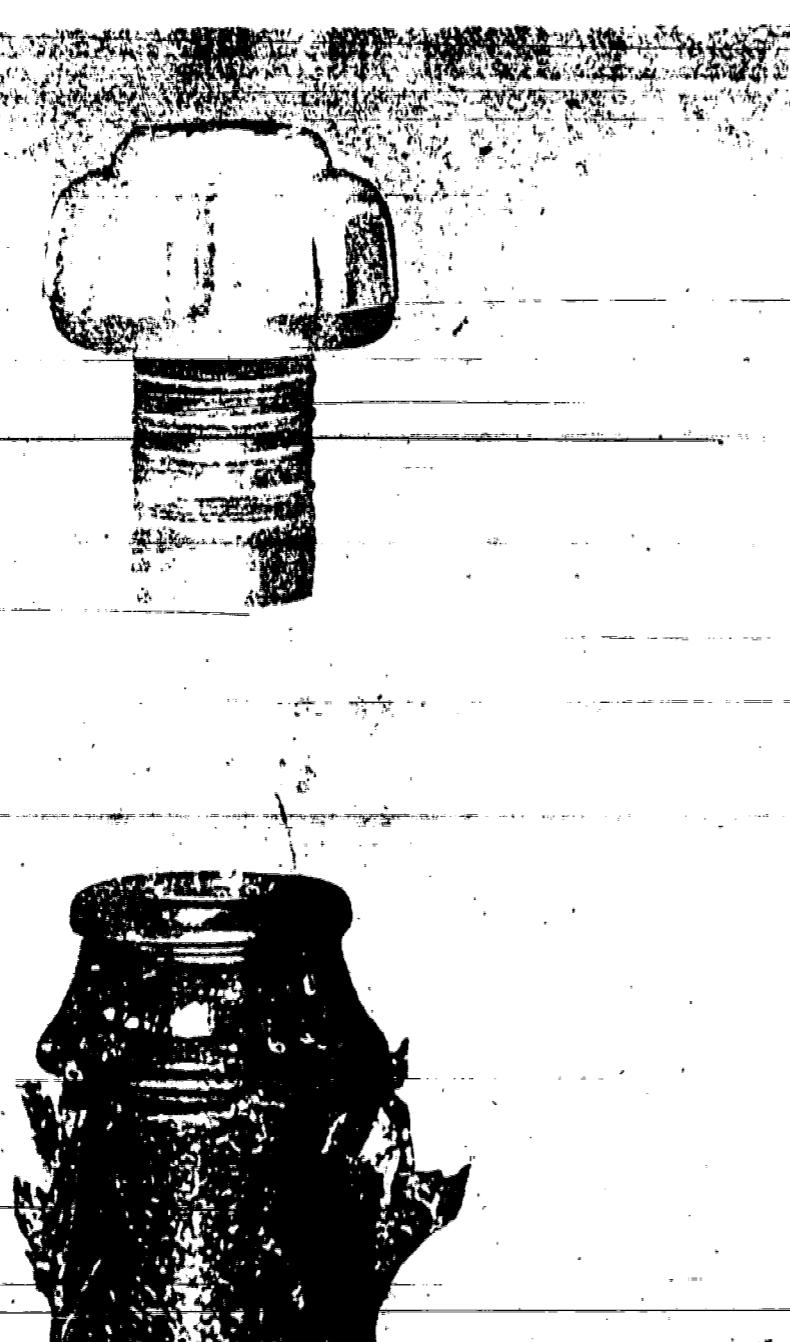
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Billie Coughlin, 8 seconds, of



WE
TOAST
TO THIS
GALA
EVENT!



COME IN, BROWSE AND JOIN US IN CELEBRATING OUR FABULOUS

GRAND RE-OPENING

BAPHAM LIQUORS ROUTE 22

 UNION, N.J.

BIGGER AND BETTER THAN EVER!
LARGE SELECTIONS OF
TOP QUALITY FAMOUS BRANDS!

IT'S A CONNOISSEUR'S CORNER, IN OUR
SHOP-RITE SUPERMARKET!
Tastes to please the most discriminating!

Everything For Entertaining Needs... Now at
One-Stop Shopping Convenience!

COUPON SAVINGS

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COUPON
WORTH

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... toward the purchase of

ANY
5 PACK CIGARS

Coupon good at
Any Shop-Rite Super Market
Where Item Is Available
COUPON LIMIT - ONE PER FAMILY
Coupon expires Saturday, Oct. 31st, 1964.
Coupon redeemable only on purchase of item listed.

SAVE

35c

WITH THESE
COUPONS

COUPON SAVINGS

THIS
COUPON
WORTH

25c

... toward the purchase of
ANY CASE OF SHOP-RITE CANNED
OR BOTTLED SODA!

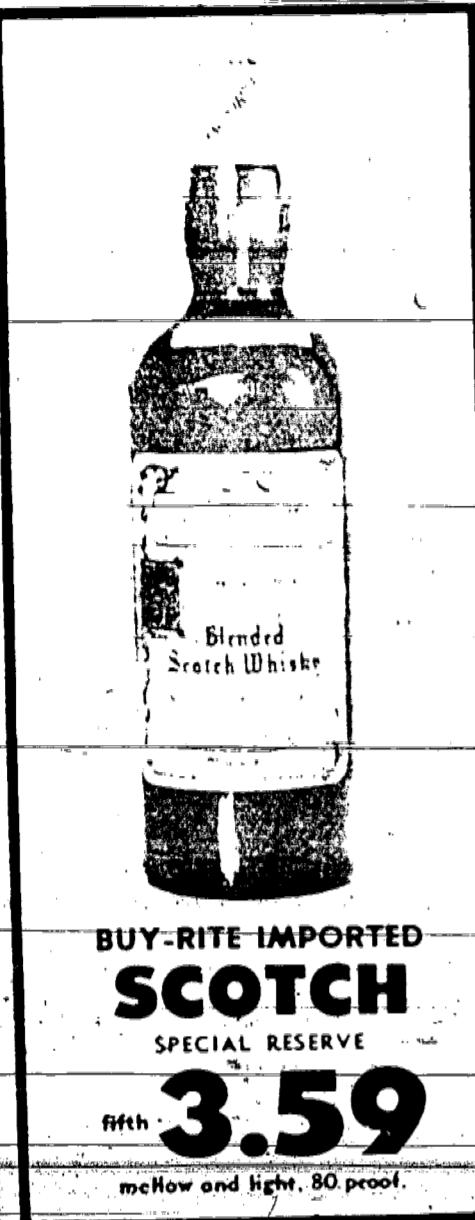
Coupon good at
Any Shop-Rite Super Market
Where Item Is Available
COUPON LIMIT - ONE PER FAMILY
Coupon expires Saturday, Oct. 31st, 1964.
Coupon redeemable only on purchase of item listed.

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GRAND RE-OPENING

OF THE NEW & EXPANDED BAPHAM LIQUORS OF RT. 22, UNION

ALL BUY-RITE, BLEND-RITE & HAF'S WINES ARE EXCLUSIVES OF BAPHAM LIQUORS!



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Grand re-opening of Bapham's all new Shop-Rite Liquor Department! Bigger and better than ever! Large selections of top quality famous brand and Shop-Rite liquors!

Everything for your entertaining needs... now at one-stop shopping convenience! Glassware, mixers, plus fine quality whiskeys, cordials, wines and beer.



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SPARKLING
BURGUNDY

1.99

FIFTH
YOUR CHOICE

OUTSTANDING
QUALITY ...

for that special
occasion!

CASE OF 12
22.69



NOW! BAPHAM LIQUORS CARRIES
THE LARGEST SELECTION OF BEERS
IN THE WORLD!

Famous name brands, imported and domestic! Beer, the international thirst quencher... yours for the picking! Come in soon and pick your favorite at Bapham Liquors!



BLEND-RITE
COCKTAILS

1.99

Manhattan or Martini...

Prepared ready to serve,
delicious and so smooth too!



SHOP-RITE
FRUIT
WINES

IMPORTED FROM DENMARK

24-oz. 1.39

• CHERRY • RASPBERRY
• BLACKBERRY • STRAWBERRY

case of 12 **15.02**



SHOP-RITE CALIFORNIA SWEET OR DRY VERMOUTH

FULL QUART **99¢**
Excellent For Manhattans or Martinis

HALF GALLON **1.85**
GALLON **3.49**
CASE OF 12 11.29

SHOP-RITE DELUXE 5 10 YR OLD WHISKEY

FULL 86 PROOF — 40% Blend
Finest whiskey available

fifth **3.99**
case 4.95 case 6.96

IMPORTED SHOP-RITE GERMAN WINES

24-OZ. **99¢**
Wines with a beautiful bouquet... Pleasing to the most discriminating!

MOSELBLUMCHEN—LIEBFRAUMILCH



100% PURE CALIFORNIA HARVEST WINES

Port, Tawny Sherry, Angelica, Cream Sherry, Dry Sherry, Muscatel.

full gallon **2.89**

full quart 89¢ half gallon 1.59

BURGUNDY—SAUTERNE—RHINE ZINFANDEL

full gallon **1.89**

fifth 59¢ half gallon 1.15

SHOP-RITE DELUXE SCOTCH
BOTTLED IN SCOTLAND

4.69 fifth

Outstanding Light Bodied Scotch

THESE ARE OUR
EVERYDAY PRICES!
ALCOHOLIC
BEVERAGES
ARE 10%
SALE
PRICED!



IMPORTED FOR
SHOP-RITE . . .

VINTAGE 1961 CHIANTI

full quart **89¢**

case of 12 9.62



SHOP-RITE CORDIALS

BLACKBERRY, APRICOT, PEACH, CREME DE CACAO, CREME DE MENTHE (Green or White), CHERRY, CREME DE CAFE, ANISSETTE AND KUMMEL.

2.59 fifth

STOP
SHOPPING!
YOU'LL FIND
EVERYTHING
ON YOUR
SHOPPING LIST
SAFELY,
FRIENDLY
SHOP-RITE
LIQUOR
MARKET!

SHOP-RITE FRENCH BRANDY

Imported from France where the art of making Brandy is world known!

fifth **3.59**

All your favorite name brands . . . for the asking! It's a connoisseur's corner . . . names like — Barton's, Bellows, Calvert, Carstairs, Fleischmann, Four Roses, Hunter, Imperial, Seagrams, Old Thompson, Wilson, Paul Masson, Taylor, and many, many more . . .

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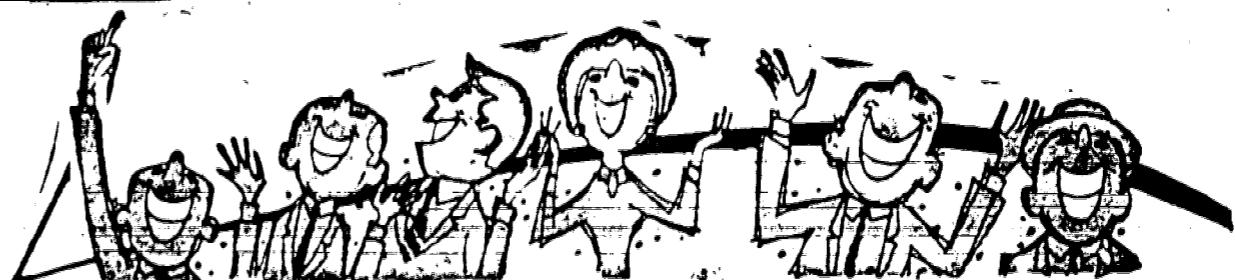
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...she'll prepare your "WANT AD" for you!



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NEW 1965

Armstrong

EMBOSSING EXCELON

FLOOR TILE - 13c in 9x9

1st Quality

CERAMIC

WALL

TILE 4x12

5 1/2 c

comes in 16 New Decorator Colors

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Center Island
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UNION

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10 MEN

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