

The Allendale Press

Vol. 3, No. 13

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Friday June 26, 1953

Price Five Cents

Bell Telephone Asks Raise In Basic Rates

New Jersey Bell Telephone Company filed a general upward revision of telephone rates in this area. The company said the increase is required to guarantee the financing of a new \$500,000,000 expansion and service improvement program throughout the state.

The revisions filed with the State Public Utilities Commission at Trenton call for a 10-cent coin box rate and increases in the basic rates of business and residence telephones.

Also included in the revisions are increases in extension rates, changes in the initial and overtime calling periods on some toll calls and revisions in some miscellaneous items.

"The amount of the increase will vary," the company said, "depending upon the type and amount of equipment each customer has, but on the average the increase will amount to less than 3 cents per day per telephone."

Citing a \$385,000,000 construction program since 1945, the company said it is planning an additional \$500,000,000 in construction over the next 8 years in expanding its facilities and providing New Jersey subscribers with dial service.

The company estimated the additional gross income from the proposed tariff revisions at \$18,250,000 a year. Of this amount 52 per cent or \$9,490,000, will revert to the government in federal income taxes, the company pointed out, leaving the company \$8,760,000.

"If we can successfully finance our program we aim to convert every telephone in the state to dial operation with customers dialing calls to every part of the state by 1961. Within a very few years thereafter, it is our target to have all Jersey subscribers dialing across the nation.

"Adding to the urgency of this program is the fact that right now we are faced with a backlog of 23,000 deferred requests for service and over 75,000 applications for higher grades of (Please Turn to Page Six)

KOOLE - BUHLMAN TOP PRIZE WINNERS

Barbara Buhlman and John Koole shared top honors for the Scholarship prizes awarded to graduates of Ramsey High School by the Allendale Parent-Teachers Association, it was announced this week.

Other scholarship honors won by Miss Buhlman were:

American History II prize, presented by the First National Bank and Trust Company of Ramsey, and the Honorary Science Award presented by Bausch and Lomb Company.

Other honors given Mr. Koole were as follows:

French prize, presented by the Allendale Woman's Club; the Edwin B. Lend Mathematics Prize presented by Mrs. E. B. Lund; the Science Prize presented by the Ramsey Woman's Club, and National Honor Society.

REAL ESTATE FIRM MOVES TO NEW OFFICES SOON

The Allendale Real Estate and Insurance announces that it is moving its office this week to the new building which was erected by the Allendale Savings and Loan Association at 31 West Allendale Avenue.

The new building, a one-story brick structure of colonial design, is the most recent expansion of the Allendale business district. An off-street parking area, accommodating about 15 cars, is located in the rear of the building.

The present owners of the Allendale Real Estate and Insurance Agency, which has conducted business here for 18 years, are Norman G. Critchley, Howard J. Elschner and Hadley C. Ford. Mrs. William F. Anderson is secretary. The new office will afford the concern more space and better facilities.

DAMAGE & TRAFFIC HEAVY AS STORM HITS ALLENDALE

At the height of the heat that built up last Sunday, the skies suddenly darkened and a summer storm broke over the borough at 2 o'clock in the afternoon.

Lightning flashes struck two members in one family at San Jacinto Lake and came frighteningly close to bathers at Crestwood Lake. The hail stones fell out of the skies and strong winds lashed at the trees.

Picnickers at the resort lakes scurried for home causing traffic jams on the main streets leading from the lakes. Police Chief Robert Wilson reported that the confusion made traffic direction difficult for a short time when the storm was breaking in full fury.

Telephone lines broke and electric power was interrupted in the downtown business section and in the outlying areas. Some homes were without electricity for as much as three hours Sunday afternoon. Telephone service was reestablished after some delay.

The power failure caused the borough water pumps to stop but service was restored before any break in water service was felt by residents.

The elements joined forces in a show of violence not altogether unknown to the borough. Just a year ago, the same sort of freak weather was ex-

Firemen Fight Blazes During Heavy Storm

Allendale firemen were put to the test Monday afternoon during a storm when two serious fires were started by lightning.

One of the lightning bolts struck the house of Ira D. Dobbs Jr., 66 Cherokee Avenue, at 1:30 p.m., setting the roof afire. The other

fire was started in the roof of the kennels at the home of H. W. Curtis, 735 W. Crescent Avenue, where Mrs. Curtis raises full-bred English setters.

MOSQUITOS OFF TO A BAD START

Mosquito breeding is at a minimum so far this year in Allendale according to a team of field men for the Mosquito Commission who toured the borough on Wednesday.

Ed Wiley and Rick Hollyer made their second inspection trip of the 27 breeding spots for mosquitos and said that they were only able to find a few areas where the mosquito wigglers flourished.

The swamp at the end of Powell Road, the damp area on New Street behind the municipal garage, a ditch by the school and a ditch by Crestwood Lake were the only places they had to spray, they said.

F. McCord and Daughter Recover Miraculously from Lightning Bolt

Councilman Frank McCord and daughter Louise have almost recovered completely from having been struck by lightning at San Jacinto Lake Sunday afternoon.

Both were reported in good health and spirits by Mrs. McCord, who said the family has been overwhelmed by the kindness of friends far and near.

Louise, who was brought around after being knocked unconscious, by the charge of lightning, has only superficial burns to remind her of the accident. Mr. McCord sprained his ankle when he was thrown to the ground.

Bjorne "Bill" Berntsen of Park Avenue, lifeguard at San Jacinto gave artificial respiration to Louise for almost 10 minutes and literally watched his patient come back to life.

Bill said he was called from the lifeguard tower after the lightning struck. He raced to the tree and saw both Mr. McCord and Louise lying on the ground.

Louise was unconscious, Bill said, and her face was purple. He felt for her pulse, but there was none. Quickly he began artificial respiration.

Bill, a recent graduate of Ramsey High School, had been on duty at San Jacinto Lake only a few weekends. He took his swimming training at the Paterson YMCA and First Aid from Archie Farrell.

"It was what I learned in Advanced First Aid from Archie that pulled me through", Bill said.

Hundreds of persons, like

the McCords, were enjoying themselves at San Jacinto and seeking relief from the heat when the storm came up with surprising suddenness.

As soon as the rain started Mr. McCord and Louise ran to gather up their towels and some newspapers at the base of a tree in order that the whole family might take cover in their car. The thunder was crashing around them and at that moment lightning struck the tree under which they were standing.

As the flash hit the tree a powerful current flowed down the trunk and into the ground on which the McCords stood, almost perfectly grounded. Both of them were thrown to the ground by the shock. Louise immediately lost consciousness.

After the moment of confusion, someone put in an emergency call to the Allendale ambulance crew and the San Jacinto lifeguard applied artificial respiration to Louise, probably saving her life. Eyewitnesses said they actually could watch Louise's progress as she revived.

Then the ambulance crew

took over and rushed Mr. McCord and Louise to Valley Hospital. Dr. Leo P. Schultz answered the emergency call and drove with the patients to the hospital.

Mrs. McCord said after both her husband and Louise were reported "doing well" at Valley Hospital that she was everlastingly grateful for the fine help and service given her family during the emergency.

She also said that Mr. McCord and Louise knew better than to stand under a tree during an electrical storm. They actually were trying to get away from the wooded area at the time the lightning struck.

VAN HOUTEN NAMED TO EPIPHANY BOARD

Stephen Van Houten III of Beverly Lane, Waldwick, was named to the executive committee of Epiphany Church to fill the unexpired term of Robert Thomas, who moved to Oklahoma.

Mr. Van Houten will serve until the Annual Parish Meeting to be held in December. The executive committee accepted Mr. Thomas' resignation with regret.

fire was started in the roof of the kennels at the home of H. W. Curtis, 735 W. Crescent Avenue, where Mrs. Curtis raises full-bred English setters. The lightning which struck the Dobbs house went straight through the shingles, the insulation and into a storage closet full of clothes. The blaze grew there and when black smoke began pouring out the top of the building, Mrs. F. Keil noticed it and turned in the alarm.

Officer Peter Cauwenberghs went immediately to the scene and prevented the house being opened which would have fanned the fire in the attic.

The firetruck and crew arrived and were able to put out the blaze. Considerable damage was done to the attic and water damage was extensive in the rest of the house.

Before leaving the scene, the firemen were informed through Police radio that a kennel was afire at the home of H. W. Curtis, 735 W. Crescent Avenue. Lightning struck the kennel which adjoined the garage.

Mrs. Curtis was able to remove two valuable dogs from the kennels before they were injured. The firemen were able to put out the blaze before it extended to the garage.

Mrs. Curtis broke three toes when she tried to drag a brand new power mower out of the garage. In her excitement she let the heavy machine run over her foot.

The kennels were completely destroyed and all the garden tools stored nearby, Mrs. Curtis said.

4TH OF JULY ENTREE BLANKS DUE TOMORROW

The Holiday Observers wish to remind all residents of Allendale who are to participate in the athletic events July 4th, that tomorrow is the last day that they will be able to register.

Entree blanks may be turned in at the Drug Store, the Sweet Shop or the Allendale Spa as well as to any member of the Holiday Observers.

Daniel Morse, Franklin Tpk, is chairman of the athletic events and may be contacted for further information.

The Observers remind everyone that there will be prizes for 1st, 2nd and 3rd place winners. There will be trophies awarded to the boy and girl receiving the highest number of points. Trophies and medals for the athletic events will be on display at the Allendale Real Estate Office.

Refreshments will be served all day to those who attend the (Please Turn to Page Six)

ARCHER MEMORIAL METHODIST CHURCH

Rev. H. W. Goodrich, Minister, Franklin Turnpike, Allendale. Sunday June 28th, 11 a. m. Divine Worship.



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spirit of John Wesley is best expressed in some of the great hymns of the early Methodist movement. Most of these hymns are now in common usage throughout all of Christendom.

Since there will be no Sunday School from this Sunday until after Labor Day all children and young people are urged to attend the Church service.

CHURCH OF THE EPIPHANY

REV. BAYARD HANCOCK, VICAR, Franklin Turnpike, Allendale. Sunday, June 28th (4th Sunday after Trinity): 8 a.m. Holy Communion, 11 a. m. Morning Prayer and Sermon.

The new Communion Pall dedicated at the 8 a.m. service last Sunday was given as a memorial to her parents by Mrs. Robert Andrews of 33 Home-wood Ave., Allendale.

SWIMMING POOL NEEDS HELP

Help is needed by the Swimming Pool Committee to take registrations for the town pool which opened officially Wednesday. Mrs. Walter Rumsey, chairman of registrations, said that she would greatly appreciate some help from volunteers in issuing tags to swimmers at the pool, now that it is open.

Now that the pool is officially under the jurisdiction of the town as a result of the overwhelming vote for the referendum last November, there appears to be a shifting of responsibility for the pool operation onto the shoulders of the borough council.

Mrs. Rumsey pointed out in publicly asking for help, that the same tasks fall to volunteers as in former years. Tags cost \$1.25 for children and \$2.50 for adults which entitles them to swim in the pool all summer long.

- 1. The life guard at the pool will be in complete charge at all times. Instructions received from him must be observed. 2. All persons age 3 years and over who use pool facilities must take out registrations. 3. Registrants must be residents of Allendale. 4. Tags are not transferable. 5. Children under six years of age must be accompanied by an adult or other responsible persons.

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The Vacation Church School sponsored by Archer Methodist and the Epiphany Episcopal Church will present a Parents' Night program and display on July 2nd to show some of the art and handicraft done by the children during the two-week session.

6. Guests must be accompanied by a registrant. 7. Guests must obtain identification tags from the life guards. Fees for guests are 50c for adults and 25c for children. 8. The pool will be open from June 24 to Labor Day daily, from 12 noon to 6 p.m.

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All At Recreation Park Sponsored by HOLIDAY OBSERVERS, INC. ALLENDALE. A non-profit Community Organisation. In Case Of Rain — July 11th

The Allendale Press

James L. Martin, Publisher, Mrs. Keith Spalding, Associate Editor, Allendale 1-5083. Published Every Friday at 124 West Allendale Avenue, Allendale, New Jersey.

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Who Is To Blame?

The ever widening rift between members of the Citizens Advisory Group and members of the local Planning Board is of deep concern to a large number of our citizens. This certainly is a serious matter and one that if allowed to continue very much longer will do incalculable harm to the entire borough.

There has been ample evidence of mistrust on the part of group appointed by the Mayor. Privately they want to have more to say about future planning for the borough and less of a back seat in the various decisions given recently by the board.

On the other hand, the Planning Board feels any decision affecting zoning is strictly their problem and the citizens group is an arm of the board only to compile data and work on any problems designated by that board.

Frankly we feel both sides have been at fault. Right from the start both chairmen have been walking around with chips on their shoulders. Copies of the minutes were requested and denied. Why, we don't know.

Then a misunderstanding arose on the committee recommendations for the rounding off of Allendale Ave. which was not completely accurate because the group did not have all the facts at hand.

While speaking of the last meeting, we certainly hope such foolish charges of discrimination against board member Chester Bardsley are never repeated. We have nothing but admiration for the dignified manner he answered the wild and strictly personal attack upon him.

But overriding all these things it is our conclusion that definitely something is wrong with our method of handling of the whole development of new homes and industry in the borough. Any community that issues only four new home building permits in almost six months is standing still, in fact it's going backward.

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Our Mailbox. Below is a letter sent to the Mayor and Council, since it is of great public importance we print it in full. — The Editor.

Mayor and Council, Allendale, N. J., Gentlemen: Before there is a serious accident I suggest that definite and prompt action be taken in re: following.

In the business district, enforce 15 miles per hour limit. Make Myrtle Ave. where connects with Allendale Ave. at drug store a Stop (coming into town). Make Allendale Ave. from drug store to station one way (toward station).

One warning only, after that no matter who it is with fair consideration governing any circumstances of course; a ticket and fine. These suggestions are not merely my own and the full time marshals because of their greater experience should be consulted before any changes are made.

It is obvious to anyone who cares to notice it that the major offenders are those, male or female who rush through town or to and from station with no thought of anything other than to get there quick. These people are not criminals but they are potential killers. Do something about it. Very truly yours, Ed Grosfick

POLICE ISSUE MAY REPORT 52 Radio Calls received, 3 Auto accidents investigated, no injuries, 1 Auto and bicycle accident, no injuries, 2 Dog bite cases, 6 Vacant houses inspected, 18 Fire permits issued, 2 Persons committed to County jail, 1 Person picked up on warrant for arrest, 22 Investigations in our own department, 12 Assistants to other departments, 2 Children lost and found, 4 Traffic summons issued, 8 Traffic warnings issued, 1 Fire call assist, 6 Ambulance assists. SAVE \$50.00 By Installing Your Own Wall Tile. Personal Instruction Guaranteed & Bonded Open Mon. to 9 P. M. U. S. STEEL TILE CO. 334 Main St., Paterson, N. J. MU. 4-5532

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34 GRADUATE AT ST. LUKE'S GRAMMAR SCHOOL

Three of the 34 graduates from St. Luke's grammar school who took part in the graduation ceremonies last Sunday afternoon were from Allendale. Patricia Cogan, John Hennessey and Mary Curry received their diplomas from Father William Duffy who reviewed eight years of grade school for the graduates.

The graduates wore the traditional caps and gowns in a simple service that took place in the church at 3:30 p.m.

Families and friends made up the good sized audience that watched the proceedings. The order of exercises was as follows:

- Processional, Pomp and Circumstance, 'Come Holy Ghost', Conferring of Diplomas, Rev. William Duffy; Awarding of Medals, Rev. William Duffy; Address to the Graduates, Rev. Henry Koenig, S.T.L.; "O Sac-

red Heart, O Love Divine"; Benediction of the Blessed Sacrament; Recessional, Faith of Our Father.

Safety Commissioner Henry Cobb announced that the Police will strictly enforce parking in the newly painted white lines on the streets in the downtown business section.

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Rod And Gun Club Ends Busy Season

A total of 750 brook trout, sized from 6 to 10 inches, were stocked in Northwest Bergen streams last week, John B. Schockert, president, told members of the Allendale Rod and Gun Club at their season's last monthly meeting last Thursday night.

"This trout," Schockert told the 100 members present, "was stocked in streams available to all fishermen. One of our public services, it was done by Arden Bradley, Rudy Kugler, Ed Dunn Sr., and Ed Dunn Jr., Pete Grimley, Bob Anderson, Bob Conkleton, Vic Palace Jr., F. D. Workman and myself.

"It took us from 11 a.m. to 2:15 p.m. to empty the 20 gallon cans. Large mouth bass are expected soon."

Schockert went on to note that all feeding patches at the club's Morris County acreage was tractor-plowed and fertilized by 21 members. Jack Boyle supervised the work, with Bob Anderson assisting. He discharged the Memorial Day committee—Dr. George DeYoung, chairman—with thanks.

Eleven new members were accepted. A two hour technical film program of hunting in Canada and Africa and tarpon fishing with a five oz. rod

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WILLIAM BUHLMAN TO TAKE NEW POST IN FALL

Mr. William Buhlman who has served the Boy Scouts of America Troop 59 of Allendale in many capacities, but mainly as Scoutmaster for many years has been asked to serve on the Ramapo District Committee for camping.

Mr Buhlman was Scoutmaster to men who were engaged in World War II and to men who are in West Point Military Academy and Annapolis Naval Academy.

He has been recalled to serve the Troop on two occasions after the acting Scoutmaster was

called away.

Boys have camped with him at Summer camp and on weekends and hiked with him for many miles. Mr. Buhlman will wind up his direct association with Troop 59 at summer camp at No-Be-Bo-Scio this summer.

Fall will find Mr. Buhlman still active in scouting, but in a more indirect way. He will serve as assistant to the district camping manager and will also be an important part of our Troop Committee.

OCCHIPINTIS AT HOME

Newlyweds Frank and Ruth Occhipinti have returned from their wedding trip and are liv-

ing at 44 W. Allendale Avenue, in one of the apartments at the Scauro residence.

Last Sunday evening they were entertained at the home of Police Chief and Mrs. Robert Wilson on Boroline Road.



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Morning Worship, 9:45 a. m.
Sunday School (Kindergarten

through High School, 11 a. m. Chief Service, 11 a. m. Sunday School for pre-kindergarten children.)
12 noon, Congregational Picnic sponsored by the Church School. All members and friends of the School or Parish will be welcome. Please bring a Box Lunch.
Vacation Church School will be held July 6-10 and 13-17. Sessions will be held each day

from 9:30 to 11:30. Classes are planned for nursery grade through grade seven.
GUARDIAN ANGEL
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For the average telephone the increases we seek would amount to three pennies a day. On the average residence telephone the increase will be even less.

As you well know, the cost of almost everything has gone up over the past years. Your cost of living has gone up 88% since the beginning of World War II. Yet the cost of telephone service has gone up, on the average, only 18%.

AND WHAT DOES THIS MEAN TO YOU?

Since World War II, New Jersey Bell has carried on a construction program of over 385 million dollars to expand and improve telephone service in New Jersey. Nearly 900,000 more telephones are now served, and service is better, more dependable than ever.

Thousands of people in New Jersey are still waiting for telephone service. And thousands more apply each month. We must take care of them and at the same time keep service dependable and efficient for everybody. More telephone service is needed. Many people want and need telephones. Many want one-party lines! More dial service must be provided.

A \$500,000,000 CONSTRUCTION PROGRAM NEEDED

A \$500,000,000 construction program is needed between now and the end of 1961 to give New Jersey the best in telephone service. This program depends on telephone rates that will pay all expenses and leave enough profit to attract the investment money. Without that, New Jersey's telephone service cannot progress.

Today there's too little left after expenses are paid to give investors a fair return on their investment—too little to attract the new dollars needed to keep service good and make it better.

A reasonable increase in telephone rates is necessary if we are to continue to expand and improve telephone service—insure the reliability and dependability you expect of your telephone. Better equipment, improved methods, greater efficiency are all at work—but they are not enough to meet the pressure of higher costs.

YOUR TELEPHONE IS A BIG BARGAIN

We are sure you recognize that your telephone is one of today's biggest bargains when you compare its great usefulness to its small cost. Any way you look at it, your telephone serves you better than ever before.

Even with the small increase in rates we are asking, your telephone would still be one of the best buys in your family budget.

LET'S LOOK AT THE FACTS:



1. WAGES are the biggest single item in our cost of providing telephone service. They take about 70¢ out of every dollar we spend—other than taxes—to give service. And wage rates have more than doubled in the last 10 years.

2. EQUIPMENT AND MATERIALS used in the telephone industry have increased in price steadily. Raw materials such as copper and lead cost 2½ times what they did in 1940.

3. A \$385,000,000 CONSTRUCTION PROGRAM since 1946—paid for by investors. Telephone rates must allow a reasonable profit to pay these Investors for the use of their money.

NEW JERSEY BELL TELEPHONE COMPANY

ALLENDALE A'S CLIMB TO FIRST PLACE IN LEAGUE

With Jimmy Walsh pitching another near masterpiece the Allendale club in the Ramapo Little League defeated Ho-Ho-Kus by a score of 1 to 0 in a game played Saturday morning at Recreation Park, Allendale. Both clubs were tied for first place in Ramapo Little League standings when the game began. As a result of the victory, Allendale now is in first place with a record of 9 and 2, with Ho-Ho-Kus in second place with a record of 8 and 3. Allendale has handed them two of these losses.

In the first inning Duffield of Ho-Ho-Kus beat out a perfect bunt down the third base line which proved to be the only hit Ho-Ho-Kus was to get off Walsh.

Allendale won the game in the fifth inning when Davis led off with a triple but was out at home trying to stretch it into a homer. Harvey then struck out. Ahrens tripped down the left field line. Critchley then walked and Walsh was intentionally passed to load the bases. At this point Duffield relieved Johnstone on the mound. However, Duffield could not find the plate and walked Kirschenbauer to force in the only run of the game.

Ho-Ho-Kus threatened in the first inning when Johnstone opened with a base on balls and Duffield beat out his bunt. Smith then struck out leaving

Johnstone on third base and Duffield on first. These two attempted a double steal but Johnstone was out at the plate when Kirschenbauer whipped a throw to second base to Curry covering and Curry rifled it right back to the plate.

WARE'S ENTERTAIN 100 GUESTS AT OUTDOOR PICNIC

Mr. and Mrs. John C. Ware, Jr. of Warewoods, Saddle River entertained over one hundred people at a picnic at their home on Saturday June 20th. Mr. Ware is president of North Jersey Paper Company in Saddle River and the personnel of that company and their families, together with the personnel of King & Falk of Pearl River, and Burton Equipment Corporation of Hackensack comprised the guest list.

Although a variety of activities including badminton, cards and basketball had been planned, the extreme heat made swimming in the lake by far the most popular activity for the day. A buffet supper was served in the game room, followed by a few words of welcome from Mr. Ware and a brief outline of the possibilities existing in the company for each individual.

BICYCLE CLUB HOLDS CARNIVAL THIS WEEKEND

The famed Bicycle Club has decided to go in for private charity for the first time this weekend and raise some money for a holiday sometime this summer.

A carnival to last all weekend has been planned for the Kunisch's back yard, 24 W. Maple Street. Games, booths, refreshments and prizes will be available for all who attend.

Saturday morning a homemade cake sale will be held to boost the coffers of the club fund.

The club members hope to raise enough money to go away for a day and have a outing together.

ALMGREN

FUNERAL HOME formerly JOHN VERMEULEN FUNERAL HOME 336 Broadway Paterson, N. J. Call LA 3-3800

LEGION AUX. NAMES OFFICERS AT FINAL MEETING

At the final meeting of the American Legion Auxiliary held recently at the home of Mrs. Charles Coleman in Ramsey, the officers for next year were elected.

Many of the office holders were re-elected for a second term Mrs. Fred Hegeman was chosen President, Mrs. William Winter, Vice-President; Mrs. Ernest Arlt, treasurer; Mrs. Harvey Davis, Historian; Mrs. William Smith, Chaplain, and Mrs. John Fox, sergeant-at-arms.

Letters were read from the veterans at Castle Point Hospital who received gifts from the Auxiliary on June 4.

A picnic supper was served for those attending.

FOURTH OF JULY

(Continued from Page One) games in the morning and baseball in the afternoon. The fireworks display is scheduled for 9 p.m.

Allendale is supposed to have, according to the fireworks manufacture, an unforgettable show of beauty, noise, color and illustration. All this and band music too, the Observers promise.

Dave Hines has been elected vice president to replace Bob Thomas who has left town.

20 SUMMONS HOLDERS PAY \$3 AT COURT

Magistrate's court was packed with \$3 offenders as a result of Police Chief Robert Wilson's crackdown on improper parking in the business district.

Twenty persons were fined \$3 in assembly line fashion because they had not parked between the white lines. Two persons contested the charges and received suspended sentence.

Two other traffic violators were fined by the Magistrate. Patrick J. Burke of Newfound-

TELEPHONE CO. ASKS

(Continued from Page One) service which we are striving to meet. There is also an immediate and pressing need for additional service for military and defense needs. "The job calls for an outlay of money that will find the company competing in the investment market for the dollars that will make its completion a reality.

"With our low level of earnings, we cannot successfully compete with other companies for the necessary money.

"Compared to an average 18 per cent increase in the price of telephone service, the cost of living generally has risen 88 per cent since the beginning of World War II.

"The \$18,820,000 awarded the company in two postwar rate appeals have been more than offset by wage increases alone. Seven general postwar wage increases to our employees have left the company's wage bill \$43,665,000 higher than it would be at 1945 wage levels.

"Even with greater efficiency, better methods and more modern equipment, our company has been unable to offset the rising cost of operations.

"The result has been a deterioration of the company's earnings picture to the point where New Jersey operations now show a rate of return on net plan investment of 4.6 per cent far below other industry".

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WANT ADS

ELECTRICAL APPLIANCES

Hearing Aid Batteries FOR ALL MAKES OF HEARING AIDS

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Chair Caned and Rush Seats done by experience Blind Craftsman. A. Andre, 55 Airmont Ave., Ramsey. Phone Ramsey 9-1465-R.

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The Cost Of These Ads Are low - low Profits Are BIG - BIG

land was fined \$12 plus \$3 court costs for speeding 50 miles an hour on W. Crescent Avenue. John A Rhoad of Hoboken passed a car parked for the red light at W. Allendale Ave. and was fined \$10 plus \$3.

Those who paid up for improperly parking their cars were Sabina Collet, 225 Brookside Ave.; Joseph Wenc, W. Crescent Ave.; Donald Seneer, 2 W. Allendale Ave.; Lorraine Smith, 12 Vreeland Place; Christine McLaughlin, Hillside Ave.; Mildred Anderson, 112 Dale Ave.; Marion Van Houten, W. Maple St.; Mildred Hitler, Ramsey; Muriel VanDyk, Waldwick; Violet Favocci, Paterson; Janet O'Neill, Montvale; Richard Spillane, Waldwick; Herbert Nector, Newark; Irene Fox, Suffern, N.Y.; Sidney Lostgarten, Paterson; Veronica Matthews, Waldwick; Cornelius erwillger, Waldwick, Flamingo Enterprise, Paterson; Cecelia Ward, Waldwick; Joseph Murphy, Bayonne.

GIRL FOR NYBERGS

Mr. and Mrs. Robert Nyberg of Verona announce the birth of a daughter, Leila Christine, born June 19, at the Mountain-side Hospital in Montclair.

Mrs. Nyberg is the former Clarice Parker of Nutley and Mr. Nyberg is the son of Mr. and Mrs. Arvid Nyberg of Heights Road.

Sympathetic Service Rendered with Dignity J. H. OLTHIUS Funeral Home 159 Godwin Avenue Midland Park Ridg 6-1061

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FOR SALE

Simmon's mattress good condition, iron bed coil spring, (\$15.) complete. Call Saturday 8 a.m. to 10 a.m. E. Fitzgerald, 81 W. Allendale Ave., Allendale, N. J.

FOUND

Part Peek: Brindled puppy; black and tan terrier; beagle German Shephard. Protective League for Animals, Inc. Cragmere 8-3338 - Hours 1 to 5

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Model Kitchens, Recreation Rooms Garages, - Porches, - DORMERS - Work guaranteed Estimates Free NILS SPILLING Allendale 1-3513 W

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Black Cat Male, 3 1/2 yrs. old. Call Mrs. Arns, Al 1-3079. Lost in vicinity of Myrtle Ave.