

JAMAICA AVENUE 'L' IS AN OLD STORY ALREADY

Public Takes It as a Matter of Course

SAVING OF TIME IN TRANSIT

Quietly, without demonstration of any kind, the Jamaica avenue elevated road went into operation Monday morning, trains being run on regular schedule.

Present indications are that the line will be completed to Jamaica about the end of the year.

Trains to Richmond Hill and from the Richmond Hill stations to downtown points will be run on five minutes' headway during the rush hours, morning and evening, and on seven and a half minutes' headway during the middle track of the Broadway line during the morning rush hours.

CRITICIZED WIFE'S COOKING

"He continually found fault with my cooking," said Mrs. Ellen Marschhausen in her application to Supreme Court Justice Kasper Friday for alimony and counsel fee.

Another allegation of Mrs. Marschhausen is that her husband objects to her peeling the potatoes, and prepares the spuds for cooking himself.

DONNELLY ESTATE \$40,000

Among the estates recently appraised by State Transfer Tax Appraiser Warren B. Ashmead is that of Hugh E. Donnelly, Richmond Hill, who died January 23.

MARKS BOOSTS LIBERTY LOAN

An eloquent plea for the purchase of Liberty bonds was made by Borough President Marcus M. Marks of Manhattan, at a special meeting of the Queens County Republican Committee at the headquarters of the Richmond Hill Republican Club last Thursday night.

IMPROVEMENTS FOR SCHOOLS

An appropriation has been made for improvements in Public Schools Nos. 59 and 62, in the Woodhaven section. The sum of \$1,510 will be spent on Public School No. 59, while Public School No. 62 will receive \$2,400.

DOMESTIC HOUSEWARMING

The Richmond Hill Democratic Club will formally open its new headquarters Saturday night. The organization has leased the former home of the Richmond Hill Men's Club, at Hillside avenue and Beach street.

MORRIS PARKERS' JUBILATION

The ninth annual banquet of the Morris Park Citizens Association held last Thursday evening in Knights of Columbus Hall, Morris Park, was, as has been the custom, in honor of the retiring and newly elected officers, but was also a sort of jubilation over the passage by the Board of Estimate of an appropriation of \$210,000 for the building of a new school.

MOTHERS TO MEET

The Mothers' Club of P. S. 65, Queens, will meet on June 6. Plans will be made for an outing on June 9. Members will please be present.

GARVEY ASS'N BEEFSTEAK

The Frank H. Garvey Association held its second annual beefsteak party Tuesday night at the Oxford Inn, Ozone Park. There was a large attendance, and all enjoyed the many good things provided in the way of edibles and entertainment.

The committee of arrangements comprised H. Wesley Clark, Joseph V. Delaney and J. P. Maguire. The officers are: President, Owen Clary; vice president, Thomas Septon; secretary, Daniel W. Zahn; treasurer, Ollie Rombach, and sergeant-at-arms, Julius Tetzlaff.

EGG DEALER FINED

Herman Fischer, of 4556 Jamaica avenue, Woodhaven, who is said to supply eggs to many bakers and confectioners, was fined \$10 in the Jamaica Court last Thursday for having spotted eggs in his establishment.

NEW RED CROSS BRANCH

An auxiliary of Brooklyn Chapter, American Red Cross, was formed last Thursday at the home of Mrs. B. F. Morehouse, 4061 Brandon avenue, Woodhaven. Hillside Auxiliary will be the name of the new organization.

CITIZEN 'COPS' GET TASTE OF PATROL DUTY

Acquit Themselves Creditably While Regular Police Are Away

WOODHAVEN AND R. H. MEN OUT

Members of the Woodhaven and Richmond Hill companies of the Home Defense League, as well as those in other parts of the city, had their first taste of patrol duty last Saturday, when the regular patrolmen went to take examinations for sergeants in Manhattan.

In Woodhaven 21 members did their bit from 4 a. m. until 4 p. m. and 23 members did the afternoon tour from 4 to 8 p. m.

Sanford H. Treat of Lefferts avenue, Richmond Hill will leave for France in the near future with two ambulance units from Dartmouth College. In all 44 Dartmouth fellows are to go to serve for the duration of the war.

The Twentieth Century Club held its last program meeting of the season in Masonic Temple, Richmond Hill, Monday.

Company A of the Richmond Hill Home Defense League, of which Magistrate John Kochendorfer is captain, was presented with a stand of colors Monday evening at the Richmond Hill police station.

IN MEMORY OF PASTOR JAMES

There was a good attendance at the Christian Workers meeting in the Woodhaven Congregational Church last Thursday afternoon and evening in memory of the late William James, for many years pastor of the church.

The Rev. W. J. Buchanan, pastor of the church, made an address of welcome. The Rev. W. F. Allton, pastor of Grace Gospel Church, Brooklyn, was in charge of the evening service.

CROSS TOWN LINE PLANNED

The Brooklyn Rapid Transit Company has applied to the Board of Estimate for a franchise for a trolley line on Van Wyck avenue, the dividing line between this place and Jamaica, from Fulton street south to Rockaway boulevard.

POLICEMAN DIES, 2 FREED

The death of Motorcycle Patrolman Thomas H. Beresford, who ran into a bicyclist while chasing a speeder on Merrick road a week ago Sunday night, caused the dismissal in Jamaica Court, Monday of Grant D. Hopkins, 268 Morris avenue, Richmond Hill, and John Linden, South street, Jamaica.

The members present, in addition to the hostess, were: Mrs. Jens F. Bidstrup, Mrs. L. A. Chandler, Mrs. A. R. Davis, Mrs. J. T. Dvas, Mrs. John M. Gardner, Mrs. Virtus L. Haines, Mrs. E. P. Hickok, Mrs. Norman P. Hicks, Mrs. William R. Hooper, Mrs. E. Gould Hoyt, Mrs. John H. Jackson, Mrs. Charles B. Law, Mrs. F. E. Patton, Mrs. Richard Pickering, Mrs. Sidney F. Smith, Mrs. Herbert C. Smith, Mrs. John C. Stillman, Mrs. Oscar W. Swift, Mrs. Annie E. Thompson, Mrs. Eugene B. Tichenor, Mrs. William R. Tibout, Mrs. Benjamin T. Waring, Mrs. A. H. Weston, Mrs. James M. Wood, and Mrs. William D. Cornell.

CHURCH FREE OF DEBT

St. John's Evangelical Lutheran Church, in Sloothoff avenue, of which the Rev. Allen L. Benner is pastor, celebrated its fourteenth anniversary Sunday with special services. At the evening service, a feature was the burning of the note which had been outstanding in connection with the building of the parsonage adjoining the church.

The entire debt against the parsonage has been wiped out. There was special music by the senior and junior choirs. Appropriate sermons were preached at both services by the pastor.

YOUR PATRIOTIC DUTY—BUY A LIBERTY LOAN BOND

CRUSHED WHEN OWN AUTOMOBILE RUNS OVER HIM

Woodhaven Man Cranked Car When Gears Were in

HAS CHANCE FOR RECOVERING

Samuel Lerner, 36 years old, of 1194 Jamaica avenue, Woodhaven, lies in a dangerous condition at the Cumberland Street Hospital, Brooklyn, as the result of an accident while cranking his automobile in front of 188 Adelphi street, Tuesday.

Lerner forgot the gears were in and when he turned the crank, the car started, throwing him down and running over him, crushing his chest and causing internal injuries and breaking his right wrist.

DOWLING TO SPEAK

F. L. Dowling, president of the Board of Aldermen, will be the speaker Tuesday night at the meeting of the Forest Park Taxpayer's Association, at Public School 97, Yarmouth street. The St. Thomas Glee Club will furnish the entertainment.

TO FRANCE WITH AMBULANCE

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The Twentieth Century Club held its last program meeting of the season in Masonic Temple, Richmond Hill, Monday. Readings were given by Mrs. Elizabeth Cameron Carey and songs by Miss Florence Haubel Pratt, of Manhattan.

FOR DENTAL CLINIC FUNDS

On Thursday evening, June 7, an entertainment will be given in the auditorium of P. S. No. 97, on Yarmouth street, under auspices of the Parent Teachers' Association. The proceeds of the entertainment will be used to establish a dental clinic in the school.

SUFFRAGE NOTES

There will be a food sale at the headquarters of Queens Woman Suffrage Party, Jamaica and Guion avenues, Richmond Hill. The proceeds of this sale will be given to the campaign fund of the borough, and the sale is under the direction of the captains of the 10th, 11th and 14th election districts who are respectively, Dr. Vinton, Mrs. D. R. Rodger and Mrs. John Blackall of Richmond Hill.

POLICEMAN COMMENDED

In the list of commendations for good police service recently issued from the office of Police Commissioner Woods, Patrolman John Larkin of the Richmond Hill precinct receives the reward of "excellent police duty" in arresting Albert Stahman Jr. in the cellar of the house at 2800 Jamaica avenue, who was charged with shooting and attempting to kill Albert Stahman Sr., his father.

DEL CASTILLO—BILLHARDT

Miss Jeannette Billhardt, daughter of Mrs. Charles Billhardt, of 843 Boyd avenue, Woodhaven, and Rudolph A. Del Castillo, of 30 Grand street, Jamaica, were quietly married Wednesday last week by the Rev. Schuckhardt in his parsonage in Quincy street, Brooklyn.

GROSS—TILLOTSON

Miss Olive G. Tillotson, daughter of Mr. and Mrs. Thomas J. Tillotson, of 28 Vandewater avenue, Woodhaven, and George C. Gross, son of George G. Gross, of 315 Graham avenue, Brooklyn, were married on Saturday evening at the home of the bride's parents, the Rev. Floyd L. Cornish, pastor of the Forest Park Reformed Church, officiating.

FRITZ—PFEIFER

Miss Gertrude Pfeifer daughter of Mr. and Mrs. M. Pfeifer of 106 Richmond street was married to Edward Fritz, son of Mr. and Mrs. T. E. Fritz of Sunnyside avenue on Wednesday of last week at St. Michael's Church, Jerome street.

THORN—FREDERICK

Miss Lucy C. Frederick daughter of Mr. and Mrs. George W. Frederick, of Park avenue, Jamaica and Gustave H. Thorn, of 834 Chestnut street, Richmond Hill were married by Deputy Clerk Zimmerman at Long Island City last Thursday.

CONCERT FOR RED CROSS

The Arion Orchestra section, August C. Metz, conductor, of the Arion Singing Society will give a grand concert at Arion Hall, Brooklyn, on Sunday evening, June 24. Eminent soloists will assist. Following the concert there will be dancing. The proceeds of the concert are for the benefit of the American Red Cross.



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GUARD SHOOTS AT GIRLS WHO FLIRT WITH HIM

Narrowly Misses Killing One Girl—Bullet Goes Through Hat

HE THEN ARRESTS THEM

Sarah Smith, 19 years old, of Ocean avenue, Glendale, and Annie Roller, 18, of Ozone Park were placed on six months probation each by Magistrate Kochendorfer in Jamaica court Friday, on a charge of disorderly conduct made by Special Patrolman Albert Granddall of Hook Creek, Jamaica Bay, who is in charge of men guarding the pipe lines in Springfield. Granddall claims the girls flirted with his men and despite several warnings refused to leave the grounds. It was necessary for two shots to be fired, one of the bullets passing through the younger girl's hat.

FOUND DEAD IN BED

William McKnight, 67 years old, of 39 Rector street, Union Course, was found dead in his bed this morning. He retired last night in his usual good spirits, but did not respond when called at 7 o'clock. An ambulance surgeon said death was due to natural causes.

BUTCHER AND BARBER HELD

Frank Bagot who conducts a butcher store at 1273 Jamaica avenue and Peter Pusconi who has a barber shop at 4017 Jamaica avenue were each held in the Jamaica Court Sunday until Tuesday on a short affidavit for burglary on complaint of James Skelton, the grocer, of 1245 Jamaica avenue. Mr. Skelton says that several hundred dollars worth of canned goods, tea, etc., have been stolen from his store during the last few weeks.

FINDING MONEY BAD LUCK

Frank Holtz, 45, of Shoe and Leather street, Woodhaven, was in the Jamaica Police Court Tuesday charged with having in his possession money he had found and making no effort to find the owner of the same. Holtz found \$20 in the Bayside Cemetery, a few days ago. The case was continued until June 5.

FLAG FOR SUNDAY SCHOOL

A silk flag was presented Sunday to the Sunday School of the Pilgrim Congregational Church, Brooklyn Hills, in memory of Norman Melton, 12, who died of infantile paralysis last summer. His parents made the presentation. Some of the money was taken from a small savings fund which had been started for the boy.

PLAY FOR RED CROSS

The Richmond Hill Red Cross Auxiliary, to raise funds with which to carry on its work, presented the three-act comedy, "The Partners of His Life," in the Masonic Temple Tuesday night. In the cast were Misses Augusta Dietherich, Lillian Campbell, Edwin Chase and Messrs. Stauderman, Lyons, Herman Hammel, Irving McCaulous, Willis Stidolph and William Richmond.

REV. R. B. HUTT TO PREACH

The Rev. Robert B. Hutt who had charge of the services at Trinity Church, Arlington and Schenck avenues, during the sickness of the late Rev. Nelson R. Hobb, five years ago, will preach at both services at Trinity next Sunday.

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DRIVER HURT IN CRASH

Ernest Koster, 50, of 648 Greenwood avenue, Richmond Hill, was driving a milk wagon at Myrtle and Bedford avenues early Monday, when the vehicle was struck by a B. R. T. trolley car. The milk wagon was wrecked and Koster was thrown out, sustaining cuts about his face and legs. He was taken to St. Mary's Hospital, Jamaica.

ANNIVERSARY DAY PARADE

The West End Bible School Union which consists of fourteen schools of Ozone Park and Woodhaven, will hold its anniversary on Thursday, June 7. The main line of march will be held on Woodhaven avenue where all the prospective schools will meet. The schools will assemble at 2:00 p. m. arriving at Woodhaven avenue at 3:15 p. m.

C. E. MAC DONALD TELLS OF BANK ADVERTISING

Bank of Long Island Auditor Addresses Managers' Meeting.

HE LAUDS LOCAL NEWSPAPERS

At a meeting of managers of the various branches of the Bank of Long Island at Jamaica last week, C. E. MacDonald, auditor of the bank, addressed the managers on Bank Advertising. In his address Mr. MacDonald brought out some very interesting points. He said in part:

"Our respected chairman took advantage of my absence from the last meeting and with, I might say, fiendish ingenuity, made me responsible for an article on advertising, a subject as large as my knowledge of it is small.

"The nature of a bank's business does not allow it to advertise for and get new business by giving better values than its competitors, such as a grocery or department store does because it is dealing in money and credit, and they have practically fixed values.

"It is true, that occasionally an account is obtained by quoting a better discount rate or by paying a higher rate on deposits, but these are cases which require individual attention and it would be a dangerous thing to advertise inasmuch as it would lead to a general decrease or increase, as the case may be, in the discount or interest rate with all banks, with a consequent lowering of the already scanty margin of profit.

"Bank advertising is, therefore, practically confined first to keeping the name of the institution—its strength, its convenience, its service, the ability and courtesy of its officers, and staff before the public, so that when a person in its territory decides to open an account he or she will naturally think of your institution, just as when the ordinary man in the street decides to buy his first car, four letters stand in front of his mind's eye and these letters are F O R D.

"This publicity is obtained by space in newspapers, signs, booklets, circulars, car cards, good locations, impressive buildings and many other methods of obtaining the desired publicity.

"Second, bank advertising aims by instructive copy in papers, by personal letters, etc., to educate the man or the woman who has not a bank account to the advantage of one and to show him or her where it would be of benefit to him. It is a pretty sure bet that if a person is induced by an "ad" or series of "ads" to open an account, he will open it in the bank whose "ad" was responsible.

"The third method is more direct. You write a personal letter asking him for his business or a share of his business. You call upon this man or perhaps you delegate this to an efficient and energetic "new business" man, and a man to man attempt is made to get his business. You may differ with me and say that this solicitation is not advertising, but I claim that a representative of the bank advertises in his person the institution he represents. If his personality and his appearance is good and he knows what he is talking about and is able to answer any questions that may be put him, he is a good advertisement.

"This same line of thought applies not only to our outside man but to every manager and clerk on our staff. Each man both in and out of the office is an advertisement for the bank. It may be a good advertisement or a very bad one. If your office is kept clean and neat the customers' desk supplied with the proper stationery and everything made as pleasant as possible for everyone who visits the office, that is good advertising and of course, if the reverse is poor advertising.

"The manager of an office to be successful, has to be a good advertiser. You have all noticed the successful politician. He meets you on the street with a hail and a hearty hand clasp. You see him

MEMORIAL DAY PARADE PROVES RECORD BREAKER

10,000 Men, Women And Children Proudly March

'61 VETS HEROES OF DAY

Marines And Jackies From Navy Yard In Line

With yesterday's dawn came a perfect day, the one thing needed to make the Memorial Day celebration the tremendous success it was, the parade being the most elaborate of its kind in the history of this section of the Greater City.

The sidewalks, from Forest Parkway, Woodhaven, from whence the parade started, to the Soldiers' and Sailors' monument in Jamaica, where it ended, were filled with enthusiastic spectators who continually cheered the marchers and the colors as they went by. There was a fine display of the red, white and blue all along the route.

The program as already printed was faithfully carried out. There was plenty of music, there being a band coming along every few minutes, one of the musical features being a band of bagpipers heading Clon Scott, of Woodhaven.

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Justice Van Selen and Borough officials reviewed the parade from a stand in front of the Town Hall in Jamaica.

The exercises at the monument in Jamaica included a patriotic address by Charles Pope Caldwell, the singing of "America" by the Richmond Hill Quartette and the singing of the "Star Spangled Banner" by the entire assemblage.

