



## Tragedy or Opportunity

Initial reaction to the news of the forthcoming shutdown of Suffolk County Air Force Base was largely a feeling of impending tragedy. While some felt the expected adverse results have been exaggerated, the majority were predicting all kinds of gloomy prospects — mainly economic. The loss of a million dollars a month in buying power will be felt, no doubt about it. The loss of three-hundred jobs in the dead of winter will be mighty rough on those affected. It will be difficult to replace the air force families who involved themselves in our businesses, schools and hospitals. Lastly, we will deeply miss these families who have given so much to their communities.

On second thought, however, the losing of this base could be a gigantic boon to this area if handled properly. A few years ago a community in northern Maine, also in the heart of potato country, was faced with the same plight. Apart from agriculture, the military base was the area's largest industry. There were very few decent paying jobs so that the children, upon graduation, had to go elsewhere to find work. Sound like eastern Long Island? Well, the base closed; and stores and businesses suffered from the loss of the base payroll.

After the initial shock the leaders of the community lost no time in getting busy to salvage the situation. They secured the land and buildings from the government, they set up training areas for the personnel who could find no other jobs after the base closed. They attracted industry to the base by offering favorable financing and tax terms, a ready labor pool and good transportation. They turned a bad situation into an asset in a short period of time. If those New England yankees could do it, so can we.

Eastern Long Island has much to offer certain types of businesses. Close by are excellent recreational facilities. There is a fair sized labor pool, some skilled and the rest undoubtedly eager to learn new skills and trades. The Suffolk County Air Base facility would make a fine industrial-commercial complex. There are many businesses that wish to remove their research and development functions out of major metropolitan areas. Corporate headquarters are looking for new facilities outside of New York City that would allow them room for expansion and ready accessibility. Industry that is non-hard, that does not remove huge amounts of water from

the ground or pour pollutants into our soil would be ideal for the area. Assembly plants, everything from automotive to electronics and optics would be beneficial. We feel, in short, that the potential is unlimited if our leaders will only direct their planning and best efforts to such a development.

We, as residents, might just as well face the fact that the air base is going to be used as an airport. It was designed for that purpose and that is what it is going to be. Signing all the petitions in the world, writing to our elected officials and applying pressure tactics is not going to change that fact. What we must determine is the kind of airport facility we want it to be. Will we permit it to become a facility for air cargo and later on possibly a major jetport or would we rather have it as a field to serve the business surrounding it? Used as a light general airport, serving the commercial needs of the clients using the industrial-commercial complex to our way of thinking is the best solution.

We have a gold mine right here in our midst. Properly developed it could provide jobs, a tremendous economic boost to our area and tax monies so badly needed for a broadened tax base. Let's hope our elected officials get to work now to make this facility one of the biggest assets Suffolk has. And why not?

## All Over

Election '69 has come and gone. This morning we know who the winners are. To them we offer our congratulations and the observation that they have a tough couple years ahead of them.

To the losers and the voters we say this, "Get going right now, and start to rebuild your parties." It was very apparent, during this past campaign, that Suffolk County must have the worst political parties in the United States. The Republicans only looked good in some towns because the other parties looked so bad. All of the parties were understaffed, underfinanced and completely lacking in enthusiasm. It

Cont. Page 4

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DAVID J. WILLMOTT, EDITOR & ADV. MGR.

SHERMAN B. CHACE, SALES MANAGER

JOHN MCKAY, PRODUCTION MANAGER

J. CORWIN, H. FRANCKE, P. SMITH

PHOTOGRAPHERS

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**"Have I got  
traffic problems  
... I can't keep my  
guests out of my  
sparkling new**

**FLAXMAN KITCHEN."**

"You should hear the 'oohs and ahs' as everybody gravitates to my tidy, brand new custom kitchen. You'd think it were the only room in my house!

"They admire my practical 7 - ft. hanging cabinet. They fondle the Formica tops on the base cabinets. The form - fitted sink is a joy . . . so is the comfortable waist - high electric range. And everybody plunks down in our new hand - finished chairs around the round table.

"You know something? My friends are copy - cats. They're all high - tailing it to Flaxman's for the same sweet deal I got. You say, that's where you're going if I'll only stop talking? Oh!"

**Flaxman's Furniture**

RIVERHEAD  
(on the traffic circle)  
727-2355

PATCHOGUE  
400 N. Main St.,  
475-3347

**EDITORIAL** From page 3

was sad to see. This apathy rubbed off on the voters. They didn't even seem to know that there was an election up until the last few days. As usual they were left standing at the finish line with very vague ideas of who was running and where the candidates stood on the issues. This was not democracy in action; it was hypocrisy.

A party is not made up of a few individuals and a few candidates, but this is the way it appeared during this election. It was almost pathetic to see some of the candidates trying to do everything for themselves because no interested citizens had come forward to offer help.

Tragically, both the Republican and Democratic parties are dominated by antique politicians who seem to know a little about politics 1920 style and that is all. They have squelched all newcomers for fear they would be forced into retirement. That is precisely where they should have gone long ago. Now, TODAY is the time that all of us who are interested in good multi - party government should get involved with it at the grass roots.

What can be done the day after election? You can begin by searching for better qualified candidates to run for the offices that will be coming up the next time around. Replace ineffective committeemen with

people who care for more than keeping their greedy heads in the patronage troughs. Hold fund raising affairs so that your treasuries are not empty for the next election. Get out regular publicity on potential candidates. Take stands on issues pertaining to your community. Go out and get other people involved in your party. These are just a few of the things that should be done in the days following an election.

You can't wait until two or three weeks before election day to speak your piece and expect to win. Now is the time, TODAY! And why not?



**LETTERS  
TO THE EDITOR**

Dear Sir:

We are hoping that there is someone who no longer has a need for a piano. The Veterans of Foreign Wars of Rocky Point would greatly appreciate hearing from anyone who is willing to donate a piano to our post.

We have an urgent need for a piano to be used in the newly completed upper section of our building. May we add that the Senior Citizens who meet here every Wednesday will be most grateful to the donor, for it will provide our older people with enjoyment and entertainment. Please write the Veterans of Foreign Wars at P. O. Box 1106, Rocky Point, which will arrange an appointment.

Thank you.

Respectfully yours  
Vincent J. Pisce  
North Shore Beach Veterans  
Assn., Inc.

Dear Mr. Willmott:

On behalf of the Henry James Jones V. F. W. Auxiliary No. 2937, Medford, N. Y., I wish to thank you and your photographer, Mr. Czygier, Jr., for the excellent publicity you gave our 9th Annual Smorgasbord, held September 20th. The pictures will bring back pleasant memories to all our members of a very busy evening. But also a very successful Smorgasbord.

Thank you.

Sincerely yours,  
Helen Bugala  
Chairman

Dear Dave:

Suffolk Air Force Base demise is imminent. Ted Hulse is already worrying about empty classrooms in Westhampton Beach which are not yet paid for.

As you know, many Air Force families will be leaving from the Riverhead area also.

What happens now with the October 22nd school vote? Does this not require research and editorializing?

Sincerely,  
Kenneth R. Korzendorfer

Dear Mr. Willmott:

Thank you for the excellent coverage you gave the Fleet's Neck Property Owners Annual dinner dance.

Sincerely yours,  
Arlene Wild, Publicity



## Competition Grows

William Ronan, omnipotent head of the MTA, has put in his bid for the Suffolk County Air Force Base. He wants to bring the future to this facility under his jurisdiction. Mr. Dennison has given his blessing to this proposal.

Suffolk Life feels that this would be a great mistake. It would be very unfortunate if we gave up control of the development of this vital facility to some outside agency. If this base is going to serve our needs and be an asset to our economic development, it must be done in accordance with local planning. As we stated in last week's editorial, how this base develops can be a triumph or tragedy for our area.

Ronan has done nothing to justify the awarding of responsibility for the development of this base to the MTA. Mr. Ronan's schemes for the development of mass transportation has gone over like a lead balloon. He has succeeded in ruining the Long Island Rail Road, he's done little or nothing to improve the highways and all of his incompetency has been demonstrated while he sits on the biggest budget ever awarded to a state agency.

We were pleased to see that the Riverhead Chamber of Commerce let it be known that they favor the base be used as a general aviation facility. We hope that all Chambers of Commerce in the county do the same and communicate with state and federal agencies to that effect. Our leaders must show an active interest in the development of this complex. They must show that they wish to control its development and not turn that responsibility over to some massive outside agency that doesn't give a damn about the interests of the east end.

There is a lot riding on the future of this base. Much of our future economic development depends on how it is used. We would like to see all political parties, business associations, service clubs, town boards and county board go on record as favoring local control in the development of this facility. We urge all readers of this publication to contact their local officials and make such a request. Request that your clubs and organizations go on record as supporting the same.

This is not something that can be put off. Action must be taken now, and it must be made crystal clear that we mean business — that every resident of the area is FOR local control. The issue is not

political. It is a question of economics and it is going to play a big part in the future of our businesses and incomes. Let us act positively and wisely, and let us act NOW And why not?

## Fourth Annual Eastern Long Island Shopping Spree

Suffolk Life and the progressive merchants of eastern Long Island will again present the fabulous Christmas Eastern Long Island Shopping Spree. This year's spree will be bigger and better than ever.

The Super Grand Prize is a 1970 automobile in addition to weekly drawings for several thousand dollars worth of gift certificates. This promotion is your merchants' way of telling you how much he appreciates your business and that he hopes you will do your Christmas shopping in our local stores.

Your patronage is vital to the economic health of all our communities. Business transacted locally yields many dividends to the community. When money is spent outside the area it is lost forever; no one gains.

When you come right down to it, the stores here on the east end have every item that you could find by shopping in the west end. As to prices, you will find our stores are competitive on every level. Just compare the pages of ads in Suffolk Life with the prices in the west - end dailies and you will often find that our stores are offering better values.

One of the best aspects of shopping locally is the quality of service. Our local stores are staffed by your friends and neighbors. They are vitally concerned that you are satisfied with your purchases. They go to untold lengths to see that you are pleased. You are met with personalized warmth, not cold indifference. This, coupled with the time and money saved in traveling plus the ease of exchanging gifts, and you have very little reason to shop out of the area.

To all of this add the fact that you could be the

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# KID STUFF'S 3 DAY SPECIALS - NOV. 13th.-14th.-15th.



**Mattel's HOT WHEELS**  
 Super Charger  
 Sprint Set **\$6.97**  
 \$12.50 Value

AMERICAN MADE  
**STELBER CHARGER**



**BIKE**

- Boys' or girls'
- 3 speed stick shift

**\$39.99**  
 in carton

YOUR CHOICE  
**Hot Wheel Cars**  
**SpeedLine Cars**

**69¢**

YOUR CHOICE  
**TOPPER'S**  
 Bags N' Things  
 Specs N' Things

\$17.00 Value **\$9.77**

Monogram's  
**Phantom Huey**

MODEL KIT  
 \$11.00 VALUE

**\$5.99**

We will hold your  
 lay - away until  
 Dec. 24th



**Mattel's**  
**DANCERINA**

**DOLL**

**\$16.88**  
 \$27.00 Value

**Mattel's**  
**TALKING**  
**KEN DOLL**

**\$4.97**  
 \$8.50 Value



# KID STUFF

209 East Main Street - Riverhead 727 - 4164

**EDITORIAL** From page 3

lucky winner of valuable gift certificates plus a chance of being the proud winner of a brand new 1970 automobile, and we say do all of your Christmas shopping here on eastern Long Island.

Start now by going through the pages of Suffolk Life where you will find a wish book of ideas for the holidays. Shop early! Shop long! You can't go wrong! And why not?

## LETTERS TO THE EDITOR

Dear Mr. Willmott,

I have been a reader of your fine publication for the past two years, and have found it most interesting, especially your comments on what is going on in Suffolk County.

The past week there has been a patrolman on the radio, complaining about the poor salaries that the police are receiving, and making a comparison with the "rookie police" of New York City. At the same time saying "that we do not want a repetition of what happened in Montreal." This threat should not be made by anyone that is a real American. If I were governor, and a thing like this happened, I would call in the National Guard to do the police work, until I could enlist enough other men to take the place of the strikers, and leave those that had done this terrible thing out in the cold.

Nobody is forced to work, if you don't like the job, quit, but don't hold back anyone else from taking your job. The boys in the service will soon be returning home, and I am sure they would be very happy to have a nice secure job in the county.

What we need in this country, are a few more men with "guts" such as Calvin Coolidge, Herbert Hoover, who threw the bums out of Washington when they demanded a handout from the Government.

I wouldn't be surprised that the police and firemen in Montreal did some of the robbing and arson damage at that time. There are four departments that should not be allowed to strike, they are: the police, firemen, teachers and sanitation men. No wonder the youth has no respect for law and order, when they see these people that should know what it means to set a good example.

Keep up the good work. Wishing you every success, I remain,

Sincerely yours,  
 George Lawson

Dear Mr. Willmott:

Outside the entrance to Suffolk County Air Force Base, sits a jet plane on display. It would be just great if this plane could be given to the County to be placed in one of the parks. It would remind a lot of old timers of what Suffolk County used to be. I am writing your paper because I know you have the foresight to know that things of the past should be remembered for all time.

Thank you.

Sincerely,  
 Clifford Sendel



## Support the President

Many supporters of the Viet Nam moratorium are shockingly naive. Their "peace at all costs" attitude reminds us of Neville Chamberlain at Munich. We sympathize with any effort to end the war honorably but we cannot understand how the bushy-haired "peacenicks" have attracted so many followers. Perhaps many of us are giving in to feelings of futility over this war that looks as if it will never end.

Impatience belongs to youth, particularly in this affluent age of instant gratification. These kids remind us sometimes of a toddler who jumps up and down and screams to be let out of his playpen. They want something and they want it now. They don't seem to realize that to withdraw our troops quickly from Viet Nam would result in an immediate takeover by the communists. Perhaps the younger generation doesn't really feel the same sense of dread over such an eventuality as we do.

The point that most of them seem to forget is that communism, whether it be Russian, Chinese or all shades in between, is out to destroy us and our way of life. We are dealing with an implacable enemy who will give no quarter — an enemy who says, "What's mine is mine and what is yours we will talk about." These kids march and demonstrate and the communist delegation in Paris won't budge one inch. If we don't think that these moratoriums haven't strengthened the communist resolve, we are kidding ourselves.

Without Russian supplies of arms and materiel the Viet Cong would collapse. And while Russian and Chinese bullets kill American troops, we are treated to cultural exchanges designed to ease the cold war. While we ooh and aah at the Bolshoi Ballet an American helicopter falls from a hit by a Russian weapon. While the cosmonauts tour Disneyland, arm in arm with "Brer Bar" (all smiles), followed by an admiring press, Viet Cong terrorists, armed with Russian guns, invade a South Vietnamese village and torture the village leader's children before his eyes, then cut off his legs.

No, this publication wants peace as badly as anyone else. We're tired of the war too, but we're also tired of the radical element who would have us abandon our friends and obligations in Southeast Asia.

President Nixon has been in office one year. He inherited a monumental situation. Let's not go off half-cocked in our judgement of his policy. He

needs more time and he deserves it. We want peace too but not at the price of a chain around our neck. Support President Nixon. And why not?

## East End Shopper Is King This Christmas

Over one hundred of eastern Suffolk County's most progressive merchants have joined Suffolk Life's Great Eastern Long Island Shopping Spree. No thought or expense has been spared to assure the east end Christmas shopper that he or she is king this year. Just look at what our merchants are doing in the hope that you will keep your dollars out here where they belong!

Would you like a new car for Christmas — FREE? Who wouldn't? Well, you could be the lucky winner of a brand new 1970 automobile which is the featured grand prize to cap off the Shopping Spree. All you have to do is register at a participating merchant's store. (No purchase necessary, of course). Register early and register often. The more often you register, the greater your chances are of winning.

Would you like to be able to do all of your Christmas shopping practically FREE? Sure you would! Each week, beginning with our first drawing this Saturday, November 22nd, we will give out \$1,000 worth of gift certificates. Five lucky winners will receive \$100. worth of gift certificates, each and an additional ten second prize winners will receive \$50. worth of gift certificates each. Each of these certificates will be worth a full \$10.00 towards the purchase of merchandise in the store whose name is on the certificate. Just think of it, over \$1000. in gift certificates will be awarded. That's a lot of sugar plums. Again, there is no obligation. Just go on down and register at one of the participating merchants or all of the participating merchants. The more you register, the better your chances of winning.

All of the merchants who want this Christmas to be your best are listed on pages 12 and 13 in this

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**EDITORIAL** From page 3

edition of Suffolk Life. You will find them in practically every village and town along the east end. They are stocked with merchandise in depth, their prices are fair and competitive, and they are eager to serve you warmly and courteously. They will be displaying, in their store windows, banners which proclaim them participating merchants in Suffolk Life's Great Eastern Long Island Shopping Spree. Shop with these good people; they have earned your patronage! And why not?

**LETTERS  
TO THE EDITOR**

Dear Dave:

I protest most vehemently the manner in which the Riverhead school vote was conducted. Large partisan signs were attached both outside and inside the school building, while inside the same partisans served free coffee at the entrance to the polling place. These things were done no doubt with the advice and consent of school authorities. No one made any attempt to correct them.

You and I know that tactics such as these would be given short shrift at any polling place that we know of. Apparently

SAY YOU SAW IT IN SUFFOLK LIFE

any signs expressing dissent would not have been condoned on or in the school building.

I believe that any electioneering - either pro or con - should have been kept at the least a respectable distance from the entrance to the building. This was not done and I'm sure that if someone in a position to initiate court action would do so - this school vote could be in serious trouble.

A Voter

Dear Mr. Willmott:

Thank you for your editorial endorsement of my candidacy in the recent campaign

I would also like to thank all those who contributed to my campaign and all those who voted for me and the other Conservative candidates.

My sincere congratulations and wishes for good luck to Mr. Halsey.

Very truly yours,  
John J. Siegmund

Dear Mr. Willmott:

I personally want to thank you for bringing the issues and candidates before the public and for the fairness shown the new candidates.

Suffolk Life's election coverage offered all parties who had anything to say the fair opportunity to do so. This was in sharp contrast to the treatment of political news in the other local publications.

This is one political "newcomer" who does not feel that the issues of this campaign are now "yesterday's news".

Sincerely,  
Lester E. Gerard

# PREVIEW

JUST ARRIVED 1970 LINE

## Pool & Billiard Table

PROFESSIONAL TYPE — ALL SIZES



- Genuine Solid Slate Bed
- Mica Covered Rails & Aprons
- Molded Gum Rubber Cushions
- Center Ball Return

- Cast Aluminum Corners
- 7 - Ply Laminate Understructure
- Silent Royalite Subways
- Extruded Aluminum Trim

# SALE

# \$790

Largest dealer of billard supplies in the east end. All supplies on hand and in stock. Mechanic available for repair & service.

# BOWL-HI

391 Riverleigh Ave, Riverhead

727-0990

EASY BANK FINANCING ARRANGED.



## Tremendous Loss

We have been asked why we are opposed to the MTA taking over the Suffolk County Air Force Base. The person who questioned us pointed out that the MTA has unlimited funds to work with, the manpower to develop the field properly, the connections to bring industry into the area and the know-how to coordinate this facility with all mass transportation facilities within the state. On the surface these are all good arguments, but we feel the situation requires deeper consideration.

The residents of Suffolk County own approximately 2000 acres, or about two thirds of the Air Base land outright. This prime area includes the main buildings area, the flight control area, the runways and the major industrial development area. The federal government owns the remaining third which is an area comprised mainly of approaches to the runways. The federal government acquired this land to prevent any development that might have hindered the jets' approaches to and from the runways and main base areas. These approaches are not worth much as development property because their location precludes their being used as anything but approaches.

What about the MTA? It is an authority with the power of eminent domain and is answerable to no one. Its officers are appointed by the governor, and it is virtually impossible for anyone to exercise control over them. Because it is an authority, it pays no taxes and makes no direct contribution to the community it surrounds. Its only contribution is its success or failure in performing its function as an authority. Consider the record of the MTA to date, with all of its money, high priced help, power and prestige, and you get some idea of how poorly we would fare in terms of value. Consider the plight of the Long Island Railroad under the MTA. It is also responsible for the completion of the L. I. Expressway, yet so far it has only opened a stretch between Brookhaven Lab and Calverton. The stretch between the Lab and Holbrook has been finished but, for some reason, it has not been opened. It has been said, sarcastically, that the MTA is waiting for the 1970 gubernatorial election so that Rockefeller can gain political mileage out of it. The MTA is responsible for completing the Sunrise Highway. Have you noticed the speedy operation? We haven't. Throughout the state you will find other

projects that were talked about when Rocky campaigned for the passage of the bond issue. They are in about the same shape as the Long Island projects. In addition to the MTA's miserable record of performance, it could bring any type of industry to the base facility that it deemed worthy. Hard industry with belching smoke stacks, heavy industrial use of water and/or pollution could all result at the whim of the MTA. The point is that the planning developed by the surrounding towns could be thrown out and there wouldn't be a darn thing we could do about it.

We feel that the Air Base facility must be used as an airport of some type — preferably a general aviation facility serving selected industry. The county executive says fine but let's hook it into the jurisdiction of the MTA. We know the county executive has been a long-time advocate of a jetport out here. He knows, and we know, that once the base is under the control of the MTA with its power of eminent domain, it could convert this facility from general aviation to a major jetport. Thus the county executive would have his jetport and he could blame it all on the MTA.

Suffolk Life feels that we have the people and the resources within the county to run this facility as a county proposition. It should be developed within the framework of our plans for the east end and for the primary benefit of Suffolk County. We must not abdicate our control over this development to an authority that has proven itself, beyond all doubt, a failure. We urge our readers to let their views be known on these matters to all of the elected officials of Suffolk County. Suffolk County must retain control of the development of the Air Base. And why not?

## Service Is The Keynote

In last week's paper, in an article entitled Above And Beyond, we asked that anyone who felt they

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# PARTICIPATING MERCHANTS

- Center Moriches**  
Ed Shoe's
- Coram**  
Grants
- East Hampton**  
Baker & Lester  
Diamonds  
East Hampton Shoes  
Hampton Scene  
Rowe Pharmacy  
Young's
- East Moriches**  
Chapman Lumber
- East Quogue**  
Mocker's TV
- Greenport**  
The Arcade  
Claudio's Liquors  
IGA  
Van's Hardware
- Jamesport**  
Chanticleer Gift Studio
- Mastic**  
A - Z Rental  
Conservative Appliances
- Mastic Beach**  
Cor - Ace
- Mattituck**  
Bob 'N' Nett  
Frank Murphy
- Medford**  
L&S TV  
Seven Ten Pro Shop
- Middle Island**  
Billy Blake  
Robert Weiss VW
- Miller Place**  
Northern Auto Service
- Patchogue**  
Anthony Buick - Opel  
Havil's Jewelers  
Island Chrysler Plymouth  
Pat's Whirl Inn  
Rose Jewelers
- Port Jefferson**  
McNamara Buick - Pontiac  
Silver Chrysler Plymouth  
Woodfields
- Rocky Point**  
Bob's TV  
Family Bargain Center  
Rocky Point Tires  
Smithtown Appliance
- Riverhead**  
Arlene's Boutique & Fine Gifts  
A - Z Rental  
Edward Archer  
Arlene's Boutique  
Autohaus  
Barbenel's  
Barth's Drugs  
Becker Motors  
Bertson Furniture  
Billy Blake  
Bomarc Men's Shop  
Bowl Hi  
Brutronics  
Cantin Fabrics  
Carl & Bob's  
Caron
- Uncle Charlie's Slacks  
Clothes Rack  
Conservative Gas  
Edwards Discount Center  
Flaxman's  
Garsten Motors  
Grants  
Griffing Hardware  
S. Harding & Son  
Havil's Jewelers  
Homeside Florist  
Ivan's Shoe Store  
Kaller's Jewelry Store  
Kid Stuff  
Kroemer & Son  
Leavitt's  
Lentin's  
L. I. Shade & Blinds  
G. A. Luce Hardware  
Marty's Hole in the Wall  
McLellans  
Meyers  
Ninow's Music Shop  
North Shore Floors  
O'Keefe Chev. - Olds  
Page Jewelers  
Peconic Paint  
Penn Glass  
Purple Bug  
Pyrofax Gas  
Riverhead Motors  
Riverhead Sport Shop  
Rolle Bros.  
Rose Jewelers  
Tepper Stationary  
Thrifty Drugs  
Villella Bros. - Arch Preserver  
Wendy's Fabrics  
Sherwin Williams  
Richard York Shoe Store  
Young's Orchard  
Youth Fair
- Sag Harbor**  
Sag Harbor Pharmacy  
Spitz's
- Shirley**  
Ace Liquor  
Vito's
- Southampton**  
Boot Tree  
Dick Johnson  
Wm. A. Frankenbach  
Grattans  
Herrick Hardware  
Oaks  
Rose Jewelers  
Southampton Lumber
- Southold**  
Agway  
The Clothes Pub  
Leisurely Yours
- Westhampton**  
Green Thumb  
Surf Beverage
- Westhampton Beach**  
Fred Astaire

## EDITORIALS From page 3

were given exceptional service by local store personnel to fill out a nominating ballot for Outstanding Salesperson of the Year and mail it to Suffolk Life. Two days after the paper came out we had received more than twenty nominations. This is an excellent initial response and is indicative of the kind of service that eastern Long Islanders can expect when they shop locally this year.

Last week we also stated that, in addition to finding everything you could want in the way of merchandise, if you were shopping for price you can have it here on the east end. This week's advertisements in Suffolk Life will bear us out. Take a few minutes and scan the ads. Pick an item that you have seen advertised widely, then note the price. The next time you are looking through one of the western dailies look for the same item and compare prices. In most cases you will be pleasantly surprised. The local merchants in Suffolk Life's Great Eastern Long Island Shopping Spree are out to prove to you this Christmas that the only thing to be accomplished by shopping in the west - end is wear and tear on your tires and a bad case of jangled nerves from fighting crowds.

The Shopping Spree is off to a flying start. Our participating merchants in the Spree are eager to please you. Don't forget that each week we are awarding \$1000.00 in gift certificates to fifteen lucky winners. We are also drawing the names of those who will be eligible to win the Super Grand Prize of a 1970 automobile which will be awarded right after Christmas. So, keep Suffolk Life handy, use it as your Christmas 1969 Wish Book, then shop early, shop often and shop at home. And why not?

## Win a new car and \$5,000 in other prizes

How would you like to be driving a brand new 1970 automobile this coming year? You can have your choice of a Chevrolet, Ford, Plymouth, Hornet, Volkswagen or other cars that are being offered by the participating merchants and car dealers in Suffolk Life's Great Eastern Long Island Shopping Spree. Yes, you can drive a new car in 1970. Each one of the dealers participating in this promotion has a car that he will deliver for the cash equivalent of \$2200, (exclusive of taxes), or you can apply this money toward a higher priced car offered by the participating dealer. Instead of choosing one specific car we came up with this arrangement so that the Super Grand Prize Winner could choose his own make. This was done in keeping with the spirit of service to our cus-