

Willmott's and Why-Not's

By David J. Willmott, Editor

Turkey For Thanksgiving

One of the most expensive items on the traditional Thanksgiving menu is the turkey. This year, the leading and progressive merchants in your hometown are going to give you free turkeys just for shopping in their stores. In the first contest of the great Eastern Long Island Shopping Spree sponsored by Suffolk Life and participating merchants, a family size turkey will be given away free of charge during the next two weeks. That's right, a free turkey from each store.

There is nothing to write, nothing to buy. Just fill out the coupon found on page 19 and deposit it in any store you find listed in the promotion.

This is just the first of many great contests that will be held during this Christmas Shopping Spree contest. Just look at the prizes: Several thousand dollars in gift certificates given away weekly. A grand prize of a 1971 automobile. A trip to Europe and ski holiday in Italy for two all expenses paid plus many other prizes.

Why do the merchants do this? They do it to show you how much they appreciate your business. They want you to shop in their stores. They want to give you that old fashioned home town service. They have stocked up on all the items you will want for Christmas giving. They have the unusual and most sought after items, and just check the prices; they are low. Check the service; it's great.

Take advantage of the generosity of the participating merchants and enter the contest as often as you like. You have an excellent chance of winning. Over three thousand local people and your neighbors in eastern Suffolk have been winners in this Eastern Long Island Shopping Spree since Suffolk Life began sponsoring it.

Shop locally! Shop eastern Long Island! Be a winner in Suffolk Life's Sixth Annual Eastern Long Island Shopping Spree! And why not?

Helping Hands

There is a saying that God helps those who help themselves. There is one group that fits this description aptly - the Workshop For Retarded Children. The name is somewhat misleading because the participants are not children. Although retarded, these full fledged trainees have become productive members of society.

The North Fork Association of American Retarded Children, two years ago, set up a light assembly manufacturing business that is entirely manned by trainable retardees. These workers are all over 18 years of age which is the age at which the state cuts off any practical assistance. Historically, because of their handicap, retardees were frequently pushed into corners and all but forgotten except in certain rare instances where parents tried to assimilate them into daily living. This program allows these people to perform semi-skilled assembly work. Jobs that other persons might find monotonous, they do with glee. They have found pride in being able to accomplish their jobs. They earn wages on a piecework basis thus contributing to their own well-being.

This group deserves a tremendous amount of credit

for their undertaking. They are in the process of opening a retail store in Riverhead on Roanoke Avenue where they will sell gifts and handiwork created by these trainees. They will also sell crafts created by anyone else who would like to have them displayed on a 10 percent commission basis. The store opens on November 16th.

We enthusiastically encourage all to come to the grand opening. Even if you do not buy, your presence will give these people a morale boost in their excellent endeavor. And why not?

Election 1970

As we put this edition of the paper to bed on the eve of the elections, we can only hope that the voters have been able to decipher, from all of the windy rhetoric, where the candidates actually stand and voted for the man they felt stood closest to the way they felt.

This election will probably go down in history as being the least enthusiastic and will have produced yet the most outstanding differences in candidates. In most races, the voters did have a clear-cut difference between candidates. There were those who vied for the attention of the far left and the far right and those who hugged the middle road and you could not tell where they stood.

The important thing is that we have a democratic system of choosing our leaders. The majority of the people choose one of the candidates and as good Americans, we all should fall behind the winner. We should offer our support to their office, despite the fact that we differ in opinions. We may criticize, but it is imperative that this criticism be constructive.

To the winner we say congratulations. We offer you our best wishes in your years ahead. You have proven you are the most popular man and so be it. And Why Not?



SUFFOLK LIFE

Offices and Plant Located on Montauk Highway, Westhampton, N.Y. 288-3900

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A New Direction

New York State government should take on a new direction in the coming year. The voters have spoken out overwhelmingly and successfully that they want their government to bear to the right, and return to the mainstream of American life. With James Buckley's smashing success at the polls, it has been shown that if given any kind of publicity and proper press coverage, the voters will respond to a candidate who espouses the basic principles of life.

Looking locally in the area covered by Suffolk Life, Buckley pulled as much as 60 percent of the vote. Taking a look at Adams' vote, we note that he averaged better than 17 percent to 28 percent of the vote here in the East End - more than three times his statewide average. In Eastern Suffolk people were willing to vote for their convictions even though they knew they were voting for a loser. They knew that when they pulled down that lever, they were voting as they should and were not wasting their vote. They are to be congratulated for this conviction. When you take a look at the difference in the vote for Adams by hamlet or voting district and you watch the circulation areas of Suffolk Life in contrast, you must wonder what would have been the outcome of the gubernatorial race if Adams had gotten the publicity and had the dollars to spend that Buckley had. We were only one small voice and could do only so much for this candidate. We must admit that we found the pure venom and the outpouring of tears by the liberal columnists and reporters of the liberal daily press hilarious as they awakened to the fact that New York State had elected a Conservative Senator. Happily they face the prospect of having to write about him for six long years and won't be able to do anything to get him out of office during this period.

Needless to say, we are overjoyed with the prospect of a government that may now become more responsive to the average guy on the street. At long last the silent majority will be heard. We think that some of the politicians who have been caught up in the rush to the left will now breathe a bit easier and have the courage to act according to their convictions. From where we stand the election of 1970 was a good one. And why not?

This Week Is Turkey Week

One hundred families that shop Eastern Long Island this week will not have the expense of buying a turkey. The progressive merchants of the East End are going to show their appreciation by giving some lucky shopper a free turkey. In this sixth annual shopping spree sponsored by Suffolk Life, the first drawing will be held this Saturday. Each Saturday from now to Christmas, there will be subsequent drawings held for over a thousand dollars worth of prizes. Winners of these contests will have part of their Christmas shopping paid for by the participating merchants. As a grand prize, some lucky shopper will win a brand new 1971 automobile. For second prize, another lucky couple will fly Icelantic to Luxemburg, receive a

Mercedes-Benz motor tour through the Black Forest, Austria, and then spend 9 days in the Italian Dolomites. All expenses are paid, including three meals a day. This is all being brought to you by your local stores who care just a little bit more about you. They are doing this to show that they do want your Christmas business and would like you to shop at home.

Shopping at home, you receive the big plus, SERVICE. Each merchant takes a distinct interest in you. They want you to be pleased with their store, their merchandise, and with their values. They have a variety of stock to offer you. They have priced their gifts competitively, and in many cases due to low overhead, have priced items below those of the large West End shopping malls. You will find these stores that care just a little bit more located on page 15. We encourage you to favor them with your patronage. They will favor you with service and offer you an opportunity to win these valuable prizes. Go ahead and try your luck. You may be this year's big winner and win the grand prizes or have a defeathered friend for Thanksgiving. And why not?

What's Your Opinion

We here at Suffolk Life use these columns to express our opinions on various subjects. You may agree or you may disagree. If you have an opinion of your own, whether it be in agreement or disagreement with ours, we welcome your comments in our well-read "Letters to the Editor's" column. These pages belong to you. They are there for you to express your opinions and desires. We do not edit these letters or change them.

We do ask that you limit them to about one page, 8 1/2" by 11", double-spaced and printed legibly. Communication with others through this medium which is read by almost one-quarter of a million people is an ideal way of expressing your thoughts. We encourage you to take advantage of this open outlet for discussion. And why not?



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Public Salary

Suffolk Life feels that the politicians on our local town boards have been brutally arrogant towards the residents in their budget requests for the coming year. These men of dubious distinction had the audacity to request salary increases of 20 percent to 40 percent after a year of questionable performance.

We can stand their swelled heads most of the time but a look at the record makes us hold them in contempt. We have only to look around us to see how local government has deteriorated. Look at the filth in our streets, and we mean that literally. Look at the shopping areas and listen to the complaints of the shoppers who must put up with the unruly loiterers who delight in insulting passersby. Our leaders' lack of authority is evident everywhere.

Most residents are hard pressed to make financial ends meet. Most work to their physical capacity in order to eke out a decent living. They have nowhere to turn to raise more money. This, however, doesn't stop our misfit leaders from raising their own salaries and increasing taxes. They have the nerve to propose record budgets in all towns. Then they lay the blame on welfare costs when, in fact, it is because of their incompetence and laziness.

Most of our local politicians hold double jobs. They spend most of their time in their own job or profession and serve the people part time. Most are self-employed and their employment ranges from carpentry to the practice of law. In their own businesses they wouldn't have the guts to raise prices by the percentages they have raised their own salaries during this off-election year. They are conniving cowards.

This year when you get your tax bill and wonder how you are going to pay it, please put it in an envelope and write on it the names of the men who are running our local governments. Put it away but don't forget where you put it so you can refresh your memory before election day in November 1971. These men are counting on your NOT remembering the hardships you will have to endure during the coming year as you struggle to make ends meet. And why not?

Suffolk Bans Detergents

Beginning March 1, 1971 most of the popular brands of laundry detergent will be banned from sale in Suffolk County. This is the first major piece of environmental legislation that has come to our attention, and the county legislature is to be congratulated. After hearings the law was passed unanimously 16-0.

While Suffolk County has an abundance of water, wells often have to be drilled far deeper than necessary because detergents foam has intruded the water table nearer the surface. Increasing detergent use would eventually pollute even the deepest supplies of water. While some might say that our legislature had no choice but to pass this law, we feel that they moved swiftly and positively in an area that will require much additional legislation as the years go on. Indeed, county governments throughout the nation should take the cue from Suffolk on such measures.

Many housewives and commercial laundries will undoubtedly regret the detergent ban. We would urge them, however, to support this law fully. If the detergent manufacturers feel the financial pinch, as sales drop off, certainly they will be compelled to invent products that do the job without upsetting the ecology. The passage of this law is an example of how our county legislature can serve the people best. They deserve our thanks and support. And why not?

What Are Mandates

"What constitutes a mandate?" was one of the main questions we asked the political candidates when we interviewed them prior to the recent elections. We asked it of our congressman, and he indicated that very little was actually mandated by the federal government. We asked it of our assemblyman and state senator. They both indicated that very little was mandated by the state.

We listen to the Welfare Commissioner of Suffolk and, according to him, most of the items on his budget are mandated. We sit and listen to our school boards and they claim the same thing. Somebody must be lying.

In this coming year we intend to find where the misconceptions lie. We know that the local taxpayer has been misled. There is not very much that is actually mandated, but a lot of people in local government have been led to believe that they are.

Mr. Giuffreda, our State Senator and Mr. Duryea, our State Assemblyman have promised to send us the facts about what is mandated in welfare and education. We think it will make interesting reading. We hope to be able to find out just what we must provide in order to qualify for certain funds and what we have local options on. We think that this is terribly important to you particularly with reference to school budgets.

We will have more to say on the subject in the future. And why not?



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Civil Service Salaries

Suffolk County jail guards have been attempting to apply pressure and win public sympathy for pay increases. Their current wage spread is \$7352 to \$10,714 annually. These figures do not include the many fringe benefits enjoyed by civil service employees which, it is estimated, cost the county taxpayers an additional 21 percent to 32 percent. The guards claim that they are not receiving a living wage and that they have difficulty in making ends meet. In some cases they do qualify for welfare assistance.

In one respect they have a legitimate gripe. Why should they be paid less than they could get on welfare? On the other hand, why should welfare benefits be higher than wages earned for legitimate work? We feel that this is the only legitimate gripe they have.

Below the surface we must examine the salaries they get for the type of work they do and determine if their pay, plus the fringe benefits they receive, is fair. One fringe benefit afforded these men is their exemption from layoffs. Does this have a dollar value? We think so. Employees of Grumman or Hazeltine, or any of the other defense oriented companies, are not paid much more for comparable qualifications, yet they have virtually no job security. Jobs are evaluated and if one does not measure up as to quality of performance he is laid off. Fringe benefits in the private sector are nowhere near as generous as in the government. Vacations are not as long, retirement is not as early and retirement pay is certainly not as generous. Frequently, in the private sector, group insurance plans are non-existent or employee contributions are much higher. In public employment pressure to excel is virtually non-existent. In private employment people must excel or profits dwindle and layoffs occur. In public employment, if workers don't measure up, more jobs are created in order to get the job done which, in turn, creates more management and supervisory positions. Thus the bureaucratic cycle grows, feeding on the tax dollar, without the incentives to perform excellently because the taxpayer provides a supposedly bottomless source of funds to draw upon.

With tax increases being proposed at all levels of government it is becoming more evident that the taxpayers have had it. They are so fed up that a massive tax rebellion will occur unless measures are taken, at all levels of government, to bring some semblance of sanity to public spending.

It is time that public employees recognize the fact that the taxpayer can play Santa Claus no longer. Having decided that they wish to work for the government, they will be paid less than their brothers in the private sector because there are other compensations. Requested raises beyond a cost-of-living escalator clause are out of the question.

If they want to increase their income they will have to moonlight just like the rest of us or convince someone that their talents are worth extra money. If that is so let them leave the government service and take their chances with everyone else. We believe that the jail guards, and all other government employees, must accept the fact that they have reached a pinnacle in their salary-fringe benefit scale (with the exception of a cost-of-living escalator clause) or they will have to look elsewhere for employment. Let them turn to the

cold, hard world of private employment and live with the facts of profit and loss economic life.

We respect the worth of our public servants and particularly appreciate the efforts of our law enforcement officers. They must realize however, that they cannot continue to make periodic demands upon an already overburdened taxpayer. The taxpayer has just about reached the limit of his ability to pay for government services and he will not be pressured by the various civil service groups. And why not?

Our Spiritual Heritage

November 1970 marks the 350th Anniversary of the landing of the Pilgrims on American soil. On Thursday millions of Americans will sit down to their turkey dinners and give thanks for their many blessings just as the Pilgrims did 349 years ago. As we celebrate this holiday, it might be well to reflect briefly upon this small group of souls who journeyed to these shores so many years ago.

We may wonder why they loom so large in our national consciousness. They were few in number. Only two were gentlemen by birth. None were prominent Englishmen. They were exceedingly poor in terms of material possessions. They were neither accomplished fishermen nor gifted farmers or shipbuilders. They made up not only the smallest, weakest and least important of the English colonies, but they weren't even the first English colony in America - Jamestown was. Why then do we revere them?

The fact is that this little band of brave men, women and children exhibited such dauntless courage in the face of adversity and such resourcefulness in the face of overwhelming hardship that they earned the veneration which we give them. Indeed, they were heroic souls, and we have elevated them almost to the stature of saints.

The religious freedom which we take for granted today did not exist for the Pilgrims in England. They believed that men should worship according to their own conscience and they were quite prepared to die for their belief. Their quest for religious freedom and for freedom from persecution led them, after much arduous preparation, to the hold of the Mayflower. After a difficult and stormy voyage of two months they landed at Cape Cod, and, after subsequent exploration of Cape Cod Bay, they sailed into Plymouth Bay and disembarked on Plymouth Rock in a snowstorm on December 11, 1620. Little did they know that before the dreadful Winter of 1621 was over, almost half their number would be dead from disease and privation. Despite it all they not only endured; they prevailed and that is why we revere them today. They were the spiritual ancestors of all Americans.

The Pilgrims were a living example that bore witness to a great spiritual truth - that faith in God brings God's assistance. It was their faith that brought them triumphant through the dangers of sea and storm, wilderness, disease and starvation. As the historian Samuel Morison so aptly put it, "They firmly believed, so greatly dared and as firmly endured" that they exemplified the very highest ideals that good men of all faiths strive for.

Indeed, it was the faith of the Pilgrims that bore them up and created a spiritual tradition that will bear fruit as long as Americans tell their story. And why not?



OPEN

YOUR

Christmas Club

NOW

Christmas Club



Enjoy the **Biggest Christmas Ever**

**It Is
So,
So,
Easy!**

Save a Few Cents A Day —
Have Lots of **EXTRA Cash**
A Year From Now!

SPECIAL BONUS

Weekly payments	Completed Club with dividends
\$.50	\$ 25.25
1.00	50.50
2.00	101.00
3.00	151.50
5.00	252.50
10.00	505.00

Any CHRISTMAS CLUB opened on or before December 31, 1970, on which payments are kept currently up-to-date shall be entitled to a Dividend of 1% of the principal amount of the Club upon completion.



RIVERHEAD SAVINGS BANK

RIVERHEAD • LAKE GROVE • EAST NORTHPORT
MEMBER: F. D. I. C.

Our Drumsticks Are Tough!

Happy Thanksgiving!

LOOK for these brand names at NINOW'S MUSIC STORE.....

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- SLINGERLAND
- PREMIER
- MAJESTIC



Professional drum instructions available

Happy Thanksgiving!

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EST. 1957

155 Railroad Avenue Riverhead
727-5595
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Letters from page 4

be put into effect. A more recent editorial shows the concern you feel about the use of narcotics. Your concern is very touching but your approach to the cure, I fear, will net the same results as your editorial on welfare payments. I have read an editorial which if put into effect would cure the population explosion, improve the quality of the populace and would also cure the narcotic problem for all time. This editorial I recommend that you read and obtain the permission of the editor to reprint. It may not be put into effect, but it would certainly give people something to think about and may prevent many would be young people from experimenting with drugs. The editorial was written by a Mr. John Campbell the editor of Analog Science Fact and Fiction, in the October issue. The editorial in the November issue titled "The Now Generation" is also well worth your attention and reprinting.

Thanking you for taking the time to read this and in hopes that you will heed my suggestions on the reprinting of these two editorials and will continue to fight the rape of our state government by either the Republican or Democratic candidates for Governor. I remain as,

Sincerely yours,
Maurice Brower

Happy Thanksgiving

Like our Pilgrim fathers we want to take this opportunity to pause and give thanks to God for giving us the health and energy to publish this paper. We are grateful for our cooperative and loyal staff who have gathered under our banner line. We are thankful for the opportunity to compete, honestly and intelligently, in the open market.

We are deeply appreciative to you, our readers, for your loyalty, for the support you give our merchants and for remembering to say, "I saw it in Suffolk Life."

We are particularly grateful for your support of our new format. We thank our advertisers for the constant faith they have displayed in the selling power of our publication.

With our thanks to you comes a renewed sense of responsibility with which we will do everything we can to improve Suffolk Life during the coming year. Suffolk Life is your paper, and those of us who are involved in its physical makeup will do everything we can to be responsive to your wishes.

We hope that you have a very happy and satisfying Thanksgiving. And why not?