

Willmott's and Why-Not's

By David J. Willmott, Editor

Labor Day 1971

With the wage and price freeze clouding this Labor Day, perhaps it would be a good time for all of us to take a good look at ourselves in relation to this presidential order.

Since the end of the Second World War we have been caught up in a disastrous race. Labor has been racing for increased wages and management has been fighting for increased profits. The one who has come out the winner is the tax collector. Labor has made more money, but this money could not buy more goods because management has had to raise prices to pay for labor's demands. The government, on the other hand, has taken in a larger amount of money because of increased wages. The more an individual or business makes, of course, the bigger the tax bite.

There are only two ways in which you can make additional money that does not contribute to inflation - one is to be able to produce more and the other is to buy better by paying less for the same goods. To do the same job and receive more money for it is only inflationary and it will come back to haunt you in the end. Not only have such periodic mass wage increases hurt us as individuals, but, as a country, it has cut deeply into our dealings abroad. For a long time we enjoyed a favorable balance of payments. We sold more goods than we imported. This was because of our technology and our capitalistic system which gives us the competitive edge. Everyone produced vigorously and received a share of the results in the form of wages and profits.

In the mad race we referred to earlier, somewhere along the line we got our priorities mixed up. We stopped producing the way we once did and allowed our labor costs to skyrocket. With production off and wages high we lost our competitive edge to foreign countries. We have been importing more than we export, and this has resulted in an unfavorable balance of trade. Additionally American jobs are lost to foreign competition causing unemployment and dissatisfaction. All in all it is not a pretty picture.

With the recess called in the race by the recent wage and price freeze it would be wise for all of us to examine ourselves (business and labor alike) to find out what each of us can do to try and turn this situation around personally. We have a great economic system - the best in the world. It will not operate effectively, under artificial controls, for a long period of time. Our system is built upon responsible independence, the free market, free competition between workers and between companies. It is a system that allows the individual to do his best and rewards him accordingly. This country is as great as it is because of this system.

It has worked in the past and should be allowed to work in the future. And why not?

Waterfront Review Passed

Suffolk Life was pleased to see the Suffolk County Legislature pass a bill requiring the county planning commission to review all zoning changes within 500 feet of the county's shoreline. There are almost 1,000 miles of waterfront in Suffolk. To become law this proposal will have to be ratified by the voters in November. It should have easy sailing.

Normally we favor the least amount of government interference in our local affairs and have always advocated home rule. With the abuses that have been perpetrated on the waterfront by unscrupulous operators, however, more stringent controls are required if we are to save our shoreline. The substance of this bill says that after a local zoning board has approved or disapproved an application it further has to be acted upon by the county planning commission. If county's recommendations are different from those of the local board the application is reviewed again by the local board and may be overridden by a majority of the board plus one additional vote.

It is hoped that costly mistakes can be avoided in this way and that all remaining waterfront will be developed properly, not only according to town plans but also with respect to the overall county. When you consider that it has been estimated that 80 percent of the business done in the east end is either directly or indirectly connected with shorefront-related industry and offshoot products, we had better be darn careful how we handle it. Suffolk Life congratulates the county board on passing this bit of legislation. And why not?



SUFFOLK LIFE

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Offshore Oil

"80 per cent of Long Island could possibly slip under the sea if the oil interests are allowed to continue with their explorations." This was just one of the many frightening facts brought out at a public meeting this past week. Residents attending a meeting sponsored by Zero Population Growth, to shed some light on the oil exploration situation in Long Island waters, were startled and dismayed to find out how far things have already gone.

Tom Markus of Patchogue told of the devious means that the Interior Department has used to cover up the exploration for oil. He brought out the frightening facts of the great Santa Barbara oil spill and virtually guaranteed that the same thing would happen here, under the lack of proper safeguards, once full scale drilling begins in 1973.

It was stated that there are forty-nine oil companies searching for oil off Long Island. Humble Oil is reported to be sitting on one of the world's largest natural gas domes ever discovered just six miles offshore running from Patchogue to Montauk. Where natural gas is found crude oil is not far behind.

Mr. Marcus also brought out one of the most horrendous dangers this project could set off. Drilling along the St. Lawrence rift, which runs through Long Island, could touch off a gigantic explosion under water that could cause this imperfection in the topography to open up and let 80 per cent of the island slip under water. Sounds almost like science fiction doesn't it? From all reports it is far from it.

Already this group has found that it faces a gigantic battle. The oil industry is one of the largest, best financed and most vocal powers in the United States. It wields enormous influence on the federal government. The Interior Department is in the oil industry's hip pocket, so we can't look for much protection from that quarter. It appears that the courts offer our only and last source of protection.

ZPG is not against oil exploration or drilling for it. It is against a system that allows for both human and mechanical failure that can result in explosions, oil spills and contamination. They want exploration and drilling stopped until safeguards can be devised and guaranteed. ZPG is, at present, mobilizing for a gigantic fight. They need both manpower and funds. It appears that the county government will join them in this battle, but the seed money must come from individuals. They are appealing directly to the residents of Long Island for any contributions necessary to continue this battle. They also ask that all local, county and state governments pass resolutions protesting offshore oil exploration until such time as failsafe methods can be devised. We think this fight is a worthy one and offer our aid. We hope you will do so also. And why not?

Recommended Reading

We have published in this week's Suffolk Life an abridged R. Dixon Speas report with regard to the future of Suffolk County Airport. We were able to get our hands on it last week, and after reading it our fears have been borne out.

Suffolk County will hardly be called a general aviation airport in 1975, which is only three years away, when a plane of some type will be taking off and landing every three minutes. When only \$275,000 in income will be derived from general aviation and the balance, which happens to be over \$18,000,000, will come from jet freight and charter traffic, what kind of an airport would you call it? In short, according to the Speas report, by 1975 if all goes according to the county's plan, 2 percent of the base will be general aviation and 98 percent will be a jetport.

Isn't it funny how some politicians can keep a straight face in 1971, knowing these facts, and still say it is going to be a general aviation airport. This is an art we haven't perfected; we don't particularly care to. And why not?

Well Done

Suffolk Life would like to thank LILCO, the telephone company and the various highway departments for the excellent job they did in getting us back into shape after Doria's feminine fury. We were both surprised and pleased to see all roads clear Saturday morning just a few short hours after the main thrust of her blow. Many trees and limbs had fallen over roads, yet all were cleared off or pushed aside to allow a free flow of traffic.

The Long Island Lighting Company caught the worst as the operator said when we called to inquire when the power would be back on in Westhampton. She said, "This is the worst I have seen in my seventeen years at this job." Even with such conditions we were fortunate to have the power back on within a few hours after our people arrived for work, and Suffolk Life was published on time.

Again we would like to thank the highway departments and utilities for getting things back under control. Their conscientious and hard-working personnel did a fine job under the most adverse of conditions. And why not?



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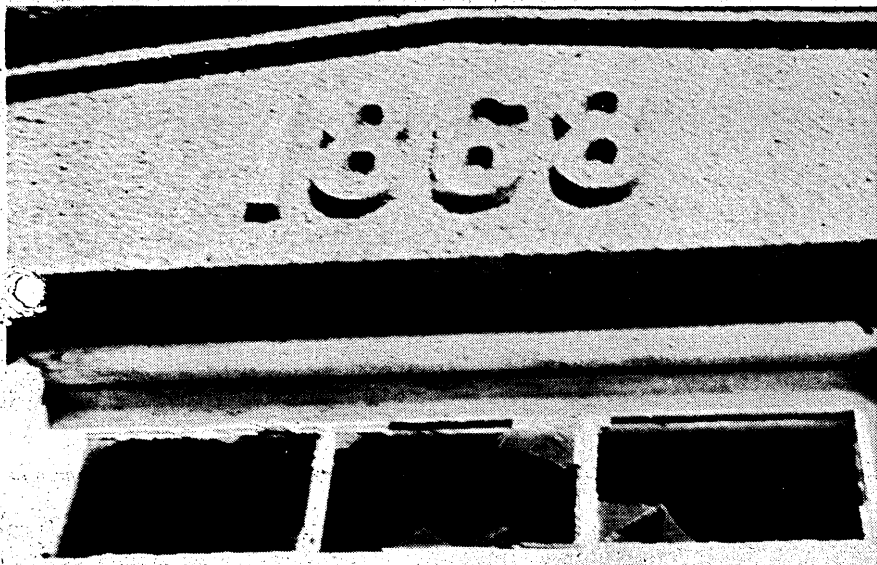
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An Isle Of My Own

A few weeks back we had the pleasure of being taken on a boat ride. The day couldn't have been better. A soft, gentle breeze was blowing and the sun was warm even as it fell over the horizon. The captain of the craft was Carl Vail of Southold - one of Long Island's more outstanding self-made men. Mr. Vail had called us a few weeks before. He wanted us to see something that had been bothering him - something that went against his grain.

We sailed from behind his home in Southold out across the placid Peconic, around Shelter Island and into Gardiners Bay. On the horizon loomed the Cedar Point lighthouse which is a very old and beautiful stone building. This was our destination.



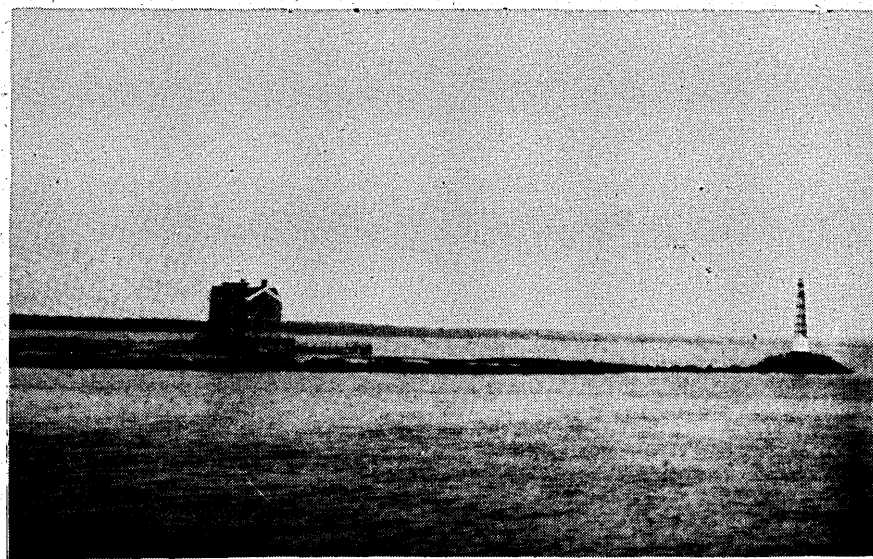
The main entrance to the Cedar Point Lighthouse bares both the sign of the structure's age and the marks of its recent neglect.

The lighthouse was originally built in 1868. It served its purpose well for over half a decade. In 1937 it was commissioned and sold to private owners who transformed it into what must have been a palatial residence. You can still tell, from the bits and pieces of carpet, cloth and furniture that remain, that it must have been furnished exquisitely. The view and the atmosphere there are beyond description.

In the latter part of 1969 the county took over Cedar Beach as part of its parklands acquisition program. Shortly after this Carl and his lovely wife visited this old stone house. They tell of the magnificent furnishings, the fine, old stone crockery and the unopened boxes of glassware from a more gracious, bygone era. Then the home, and its furnishings, were in wonderful condition. As it stood it was a rare museum evoking memories of more gentle and opulent times.

On our visit, as we went ashore, the planking from the dock had been removed so that it was difficult to land a craft. Strewn around the shore was debris ripped from the house. Here lay a sink, there parts from an old refrigerator. The powerhouse was in a shambles. Wiring was torn from the walls. As we walked up those sturdy steps, that had withstood generations of wind and storm, we were met with ruthless and wanton destruction. Not a window remained intact. Doors were ripped from their moldings. The inside was sickening. Pipes had been ripped from the walls. Magnificent hand-painted murals had holes punched in them. Floor boards had been torn up. Even the ceilings had holes gouged in

them. Here was a magnificent structure, that had withstood the storm and stress of Mother Nature for almost 103 years, ripped apart by man in two short years.



Cedar Point Lighthouse is a magnificent stone structure. The county has permitted vandals to rip its guts out. The closer you get, the sadder the sight becomes...

To a man like Carl Vail, who appreciates both what nature is and what man can build of his own free will and hard work, such criminal destruction and vandalism is unforgivable. He asked the question, 'Who do you blame - the vandals who wrought this destruction or the authorities who permitted it to happen?'

We will always have people among us who cause destruction just for the perverted joy of ruining. These people can be controlled. You can build locks to keep them out, and you can post guards to keep them away. Locks, in a case like this, would not be practical; guards would have to be the answer. Dominy's rangers have already grown in alarming numbers and serve questionable purposes, so it would seem rather preposterous for the county to spend any more of our hard-earned tax dollars to guard this one structure. All of which brings us to the question of why we are involved here in the first place.

Cont. page 4



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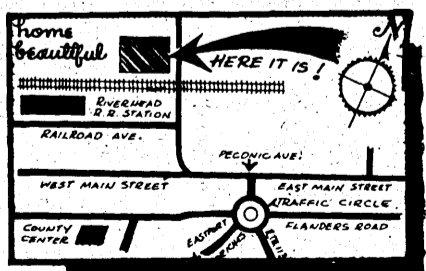
Showroom at
38 West Main Street
Riverhead, N. Y.

Open letter to the public.

Are you tired of looking all over Suffolk County for the furnishings you need? Wouldn't it be nice if you could find it all under one roof? Well, now you can! Yes, one stop where you will see complete kitchens planned the way you like them. See linoleum for your floors. Carpeting and rugs for your rooms. A place where one can relax in comfort and browse through our decorative settings of bedrooms, living rooms, dining rooms, settings shown with lamps, pictures and flooring. See our new sleep shop, showing bedding, hi-risers, studio couches, sit-n-sleep sets, hollywood outfits, bunkbeds, headboards, sofabeds, in fabrics of your choice. Want to furnish that new home you are building? How about that one room you've been wanting to do over? there is nothing too small or too large that we can't handle. So, come in, look around, relax in our beautiful surroundings. Let us plan your HOME BEAUTIFUL. Imagine the sheer joy of having professional consultants with the skill and knowledge to plan and decorate, saving you countless errors, time and money. There's only one place that can offer you so much. Where?

At the largest showroom on Eastern Long Island.

Evans Killeen
home
beautiful



Griffing Ave. across from R.R. Station - RIVERHEAD
Phone 727-2355 or 727-2418

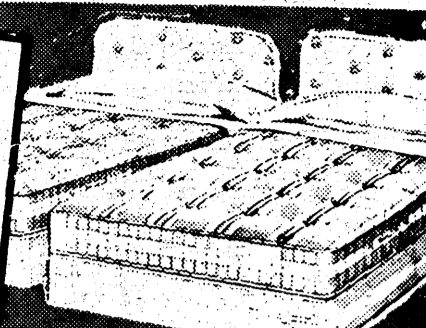
Open fri til 9 pm - Daily 9 to 6

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See our specials every
Friday and Saturday

Anniversary Sale Special

**2 COMPLETE TWIN
BED ENSEMBLES**
CHOICE OF NAME BRANDS
\$169⁹⁵
• 2 Mattresses
• 2 Matching Box Springs
• 2 Steel Frames with Casters



CHOICE OF ANY HEADBOARD - \$14.95 up

Bertson Furniture Co., Inc.
RIVERHEAD'S FINEST

319 EAST MAIN ST. RIVERHEAD - PA 7-4580
EASY CREDIT - FREE DELIVERY

Editorial from page 3

Here was a lovely home - a taxpaying home that provided its own protection over many years - that the county took over by spending our tax dollars. The county neither had any immediate need for this place nor any plan for protecting it. Thus the county has caused it to be ruined. Why? Where is the planning and common sense in county government and the parks department that would permit such a terrible thing to happen? Why are they grabbing everything in sight - just so houses like this can be ruined? This brings us to the real point of this week's editorial.



The county acquired something very special when it took over the Cedar Point Lighthouse overlooking Gardiner's Bay in 1969.

Congressman Otis Pike recently proposed the taking over of Gardiners Island. We can understand his concern about wanting to see it preserved and undeveloped. But the owner of this island, David Lion Gardiner, certainly wants nothing less. His family has owned this island for over three-hundred years. It was part of the original grant to his family by Charles I of England. It is exclusive, it is private and it is his. This is the way it should remain.

The Gardiner family has spent a fortune in the restoration and preservation of this island, and they have paid huge sums in taxes on it as their private domain. When Mr. Gardiner can stand before a gathering as Lord of the Manor and say with a true aristocratic air, 'I have an isle of my own' it rings of magic. Imagine a man, in twentieth century America, owning a whole island - an island of incredible natural beauty and enchantment. By choice Mr. Gardiner has preserved his island as it was three centuries ago. It is

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IMPERIAL RYE**
Less Than
\$4.95
Full Quarts



**HIRAM WALKER'S
GRAND MACNISH**
Imported
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86 proof **\$5.80**
Full Quarts

TOWERS BRAND

RUM light or dark Full Qts. Less Than \$3.99	GIN 90 Proof Full Qts. Less Than \$3.99	VODKA Full Qts. Less Than \$3.69
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**B & L
SCOTCH**
Less Than
\$4.84
Full Quarts



**PARK & TILFORD
SCOTCH**
Less Than
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Full Quarts



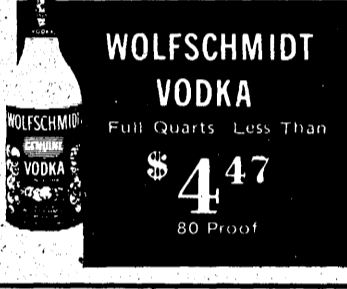
**SCHENLEY
RESERVE
RYE**
Less Than
\$5.18
Full Quarts



**MOUNT
VERNON
RYE**
Less Than
\$3.99
Full Quarts



**HIRAM WALKER'S
CANADIAN CLUB**
Full Quarts **\$7.49**
Less Than 4/5 qts **\$6.08**
Less Than



**WOLFSCHMIDT
VODKA**
Full Quarts Less Than
\$4.47
80 Proof



**FLEISCHMANN'S
DISTILLED
DRY GIN**

**MATTINGLY and MOORE
BOURBON**
5 yr. old 86 Proof
Less Than
\$4.50
Full Quarts



**5 YEARS OLD
MATTINGLY
and
MOORE**
STRAIGHT BOURBON
WHISKEY

**FLEISCHMANN'S
GIN**
90 Proof
Less Than
\$4.67
Full Quarts

Due to the President's Excise Tax, there may be a slight additional charge on imports.

Champagnes/Wines/Save

Editorial from page 4

probably one of the last places in our nation that is not run over by people or automobiles.

Gardiners Island, and its inhabitants, should not be disturbed. The Gardiner family has done a far better job of keeping this sylvan place unspoiled than any government agency could ever hope to do. To see Gardiners Island is to step back three centuries in time. It is almost dream-like in its tranquility. The way of life represented there is foreign to most of us, but it does allow us the opportunity of dreaming that someday something as real and splendid might be ours. As we sit in our over-mortgaged, three-bedroom homes we gain pleasure just from knowing that there is such a place a mere stone's throw from our bustling world and that it belongs to real people.

As for being exclusive and unavailable to people, Mr. Gardiner has graciously, at his discretion, opened both the island and his home for fund-raising tours that benefit Southampton College. During the Summer months he also has invited boy scouts to camp on his island under supervision. We have never been on this island; we have only spoken with several people who have taken the tour by invitation, but, to us, it represents a dream. We would hate to see this dream ruined by government takeover, such as has occurred on Cedar Point. Mr. Pike would do well to take into account what happens when you have government intervention.

Suffolk Life strongly recommends that Mr. Pike allow Mr. Gardiner to keep his 'Isle of his own' so that the rest of us can have something to dream about and to prod us on and keep us as productive, taxpaying citizens. And why not?

So All Will Know

Suffolk Life, as a public service, is offering all local political parties the opportunity of writing their own views on the matters of importance in the coming elections. These articles will be published weekly, starting Sept. 29th., and will run through election day. The political parties will have the opportunity of expressing themselves on any subject that they feel is pertinent to their respective campaigns. They will be solely responsible for the content, and nothing will be edited by our staff except for spelling and punctuation.

Suffolk Life makes this offer of free space to the various town Conservative, Democratic and Republican parties. Where there are other or independent parties, their copy will be worked in as room allows. We hope that each party will take full advantage of these pages to tell the voters how they stand. By presenting sufficient information through our pages the voters will then be able to analyze the issues and compare the various party stands. Thus they will be able to vote more intelligently.

We have asked the parties to refrain from just trying to sell a candidate. Our pages will be used for a discussion of the issues. It is Suffolk Life's belief that when we take a strong editorial stand anyone with opposing views should have the opportunity to be heard also. This is of particular importance considering the fact that Suffolk Life reaches every voter in eastern Suffolk and that we are often the only means of communication to reach many voters. We hope that our readers will find these columns enjoyable and educational. We urge the political parties to use this free space wisely so that they can fulfill their obligation to the voters by telling them how they stand on the various issues. And why not?

Wants Versus Needs

The probability of oil deposits lying offshore of Long Island is going to point up the contrast between the wants of the people of eastern Long Island and the overall need of the country for petroleum. Both will be in direct contrast to each other.

The oil companies have been exploring for oil now for at least three years. Most of this exploration has been done in secret. Permits for this exploration were issued in secret by the Department of the Interior which only confirms the well-known suspicion that the Interior Department is owned lock, stock, and barrel by the oil interests. Thus the people can look to the Interior Department for little protection or help.

Last week, at a conference on oil, sponsored by the Oceanographic Institute, the people were up against a stacked deck. Most panelists were either directly employed by the oil interests or were paid consultants. What kind of honest testimony could be expected from such a group. What value came out of this, except for the fact that the oil interests are in full control and are going to get their way, is questionable. From the testimony gathered it does appear that oil spill accidents are a way of life; there is no way that the oil interests can guarantee there will be no oil spills or blow-offs. While the oil interests are concerned about these effects, there isn't much that they can do to stop them. We can only surmise that once the exploration for oil moves into high gear we can look forward to our beaches, bays, swimming and fishing being ruined. The result will be an end to all of the economic activity dependent upon our shoreline and waters.

This past week, at another conference on environment held in Bethpage, we found the same feeling coupled with the fact that the oil interests stated that we will have oil refineries located on eastern Long Island. They are going to put them here regardless of how we feel about it.

If you are beginning to feel a bit frustrated on the subject, let's take a look at what our elected officials hold out in the way of hope.

Senator Javits has come out strongly in favor of offshore drilling. This is only to be expected when you consider how much it costs to run an election campaign and where his

campaign contributions come from. Senator Buckley see-sawed all around the issue at a recent press conference. What we gathered, from all of his eloquent double talk, is that he isn't going to lift a finger for us. Our own Congressman, Otis Pike, has been strangely silent on this issue. Maybe he will jump into the fray five years after the fact as he did on the sand pit issue that Levon-Curtis-Wright perpetrated on the Town of Riverhead. Congressman Lent, from the five village area of Nassau County, is the only one who has raised a voice in our behalf. The oil interests must have missed him.

On the county level only John Klein has been raising his voice, and we wonder if this is because he is running for election and this is a good issue to get votes on. Effectiveness, on the county level, is practically nil. County has no jurisdiction over offshore waters, thus it can afford its citizens no protection. On the state level we have the Rockefeller family fortune tied up in oil, so, for this simple reason, we don't expect to see the state coming to the aid of the people.

Couple all of this with the fact that what is at stake runs into billions of dollars, probably more than all of the real estate is worth on Long Island, and you can see that we are fighting against tremendous odds. All of our desires for a decent quality of life and all of our planning is going right out the window. The finding of oil and the refineries to process it will wreck havoc with our self-determination and with what we intended for this area.

Our only hope is to radically upzone all lands on eastern Long Island and eliminate any vacancies for heavy industry. At least, in this way, we will be able to selectively ward off the probability of oil refineries and processing complexes. Each application can then then be handled on a one-for-one-basis and be accepted or rejected firmly as the desires of the area residents dictate. As it stands now there are large chunks of land all throughout eastern Long Island that are open for heavy industrial development. Oil companies can come in and decide that they are going to build on this land, and the zoning permits it. If each application has to be decided on its own merits the picture would be entirely different.

We can only recommend that every resident get all the facts on these issues. Everyone must realize that what is happening is going to drastically change our way of life, and


that there is little we are going to be able to do about it. Manpower Resources Management is holding meetings all over Long Island to bring across some facts about oil and how it will affect you. We recommend that you attend some of these conferences. Tonight, Wednesday, September 22nd, there is such a meeting sponsored by the Riverhead First Committee. It will be held at the County Center in the legislators hearing room. The time is 8 pm. Do be there and hear firsthand just what the story is on this vital issue. And why not?

Anniversary Edition

Next week Suffolk Life will publish its Tenth Anniversary edition. We're really excited about this edition, and we believe that you will find it as enjoyable and educational as we have in putting it together. One of the best things that has come out, as we have examined the last 520 editions of Suffolk Life, is the many changes we have made and are making to improve the paper. It is good to look back. You can see your mistakes and the things you have done productively.

Not only have the skirt lengths changed but also the attitudes of the people. Looking ahead for the next decade is even more fun. As we sit and try to sort out the various projections for the future it is both an interesting and somewhat frightening picture. You will be able to read all about it next week in Suffolk Life's Tenth Anniversary edition. And why not?

cont. on page 4



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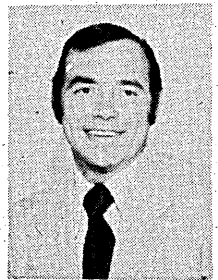
Controlled Circulation - Postage paid at Riverhead N.Y. 11901

GENERAL INFORMATION

LETTERS TO THE EDITOR - We encourage our readers to express their views regardless of opinion thru the Letters to the Editor column. All letters must be signed with author's signature and address. We will withhold names on request and assign a nom de plume.

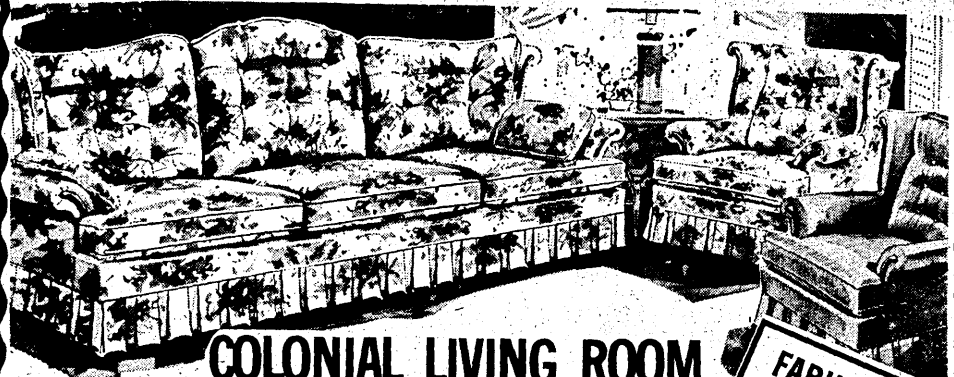
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EVANS KILLEEN'S *Home Beautiful*

the largest showroom on Eastern L. I.
 GRIFFING AVE., ACROSS FROM RAILROAD STATION
 RIVERHEAD — PHONE 727-2355 or 727-2418

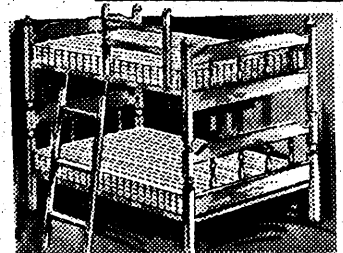


COLONIAL LIVING ROOM

4 PC. SOFA, CHAIR
 SWIVEL CHAIR AND
 OTTOMAN (not shown)
 REG. \$495

\$ 349

**FABULOUS
 SUPER
 SPECIAL!**



SPECIAL!

**BUNK BEDS
 STARTING AT**

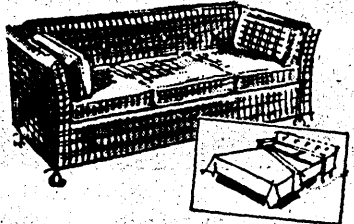
including
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\$ 129

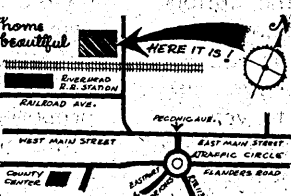
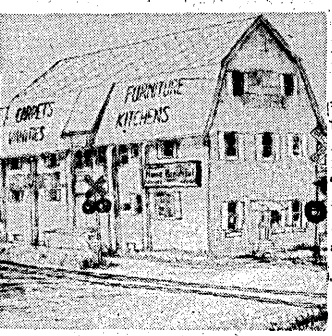
CONVERTIBLE SOFAS

ALL STYLES
 AS
 LOW AS

\$ 216



DON'T MISS
 our specials in
 our UNPAINTED
 FURNITURE DEPT.
 38 West Main
 St., across
 from River-
 head Savings
 Bank.



See
 Our
 Full Line
 of
 Complete
 Kitchens

OPEN FRI. TIL 9pm - DAILY 9 TO 6 - EASY PARKING FOR YOUR CONVENIENCE

EDITORIAL — from page 3

Key To Election

In just a little more than five weeks we will go to the polls to elect the representatives who will run our local and county governments. You can be sure that the successful candidates will be those who have had a strong, vibrant organization behind them. One of the most unsung but most vital elements of this organization is the committeeman. He is the fellow or gal who is responsible for the election districts in his jurisdiction. It is his job to know every voter in that district - to see that the voters are aware of the party's choices and that they are acquainted with the party's stands on the various issues. He is the vital link between the voter and the candidates.

Unfortunately, in many cases, this is the weakest link of a political organization. Committeemen

sometimes exist in a vacuum only without serving their responsibilities effectively. The result is often a lot of good candidates who lose elections because they never get the exposure they need to win.

You should know who the committeemen are from each of the parties. As our towns have become larger it is impractical for the candidates to visit in every home, but there is no reason why the committeeman can't do this and establish some kind of communication, on a personal level, with the voter.

Town leaders of all parties should make this a must duty for every committeeman, and, if these people refuse to make the personal contacts, then people should be found who will make the effort to serve this vital function in our elective process. And why not?

Headquarters for devon

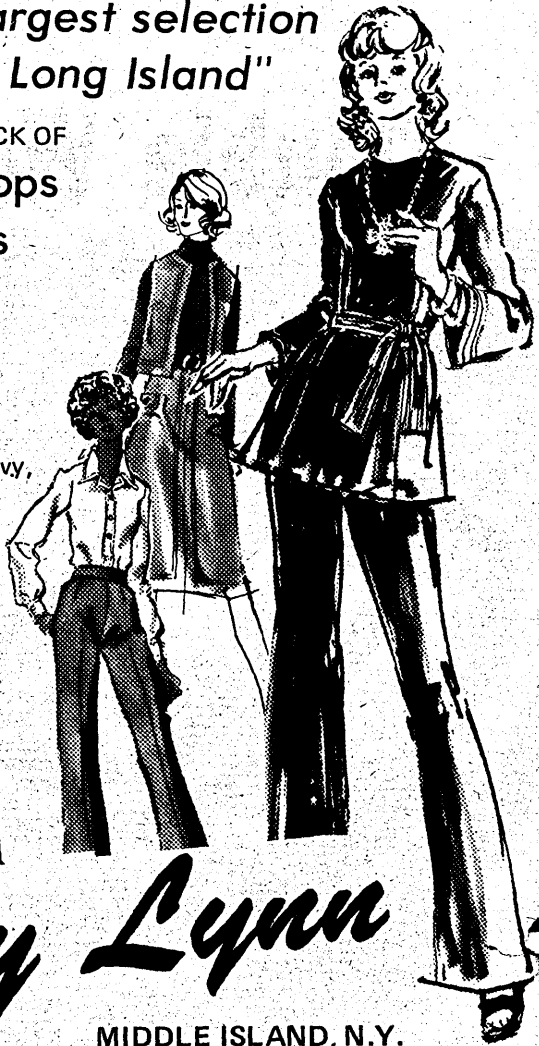
"We carry the largest selection of devon on Long Island"

COMPLETE STOCK OF

- tunic tops
- weskits
- shirts
- pants
- skirts

In such colors as paprika, plum, navy, grey, charcoal, brown, berry.
 In sizes . . . 8 to 18

100% Polyester, completely machine washable!



also introducing . . .
lady devon
 for the larger woman

top sizes	38 to 46
pants	30 to 38
skirts	30 to 38

Tommy Lynn

MIDDLE ISLAND, N.Y.

STORE HOURS: Thurs. & Fri. 10am to 9pm
 Mon., Tues., Wed., 10 to 6pm; Sat. 9 to 6pm

2 Miles East of Coram Light

● Master Charge ● Uni-Card ● Bank Americard

Tel: YA 4-3539

Senior Citizens

Teach Homeless Children

SHOREHAM - Putting aside the pleasures of swimming and golf, a group of Leisure Village Long Island residents led by a former business

executive, have spent a good part of the summer teaching boys from broken homes how to be productive in housepainting, groundskeeping and making household repairs.

The boys, all poor or misguided whites, blacks and Puerto Ricans, live in Wading River at Little Flower, a Catholic home for children founded in 1929.

"When we found out that Little Flower had no budget for summer classes," explained John Cullinan, "we thought we could do something for these boys that would keep them busy and out of trouble. So we volunteered our time to teach them useful things like fixing a broken shutter or replacing a pane of glass at the home."

Although Little Flower is owned and

operated by the Catholic Diocese of Brooklyn, is a regular public school nine months out of the year for 750 boys and girls. About 600 of these children live in foster homes and the rest stay at Little Flower throughout the year. The home's permanent residents, especially the boys, are the ones Cullinan and his group have tried to help.

Cullinan and his wife, Ethel, moved into Leisure Village, Suffolk County's first condominium retirement village, in January. A former president of Beneficial Finance Company, N.Y., and past trustee of the United Fund of Long Island, Cullinan has long been active in civic and community affairs.

Willmott's and Why-Not's

By David J. Willmott, Editor

Strikers Want Welfare

How mixed up and out of context things can get has been graphically brought to light by the telephone company employees' suit to get welfare payments. To date, the Commissioner of Welfare in Suffolk has refused to honor applications for payments based on a court ruling in one of the lower courts upstate. The Welfare Department is accepting applications and a lawsuit is pending; it's anybody's guess what the results will be.

Let's take a look at the facts that have led up to this. The telephone company is a monopoly. It is a utility and we are its customers. Its profits and rates are regulated by the government. When costs increase, which can be substantiated, the telephone company goes before the Public Service Commission for a rate increase. We pay the increase. Nationwide negotiations broke down this summer between the telephone company and the unions. A strike was called. A settlement was eventually reached.

In every state but New York the employees agreed to settle on the terms reached by union and management. In New York they refused and decided to stay out on strike. In reality, what they have said is what is good for the rest of the country is not good enough for them. Of course, they are perfectly within their rights to do this--just so long as they are willing to pay their own way without looking for handouts from the taxpayer. But the phone company workers want both. They want to have their cake and eat it too. They are prolonging their strike at the expense of the taxpayer. You and I are making it possible for them to put the pressure on the telephone company. The public will then have to pay higher rates to make up for the increased benefits to the employees.

It's bad enough that the public should have to be drawn into a strike by having the services they are paying for interrupted, but to be asked to subsidize either the workers or the company, is ridiculous. When the

Welfare Department is forced to pay strikers' welfare benefits it will be the end of free and fair bargaining between labor and management. Once the wage-price freeze is lifted, all hell could break loose. Management would know that they could never break a strike, as long as the workers were getting paid, and would condescend to every demand passing the increased prices on to the consumer. More inflation would be the result. Both worker and management would suffer.

Under no circumstances can the government be allowed to get involved in subsidizing either company or worker in a strike. And why not?

True Colors Come Out

Now that Super Lee does not have to run for re-election in November some of his true colors are coming out. The great saviour of our times and colossal planner has turned out to be something else. In a recent statement of this fearless leader he said, "No one has yet determined just what wetlands are valuable, productive and needful." This is the statement of the planner - the man who has spent millions of dollars to acquire wetlands for the people, so that we can be protected from ourselves. This is the man who hailed the passing of the recent shorefront zoning bill which gives the county veto power over local boards because of the value of these wetlands.

Now we find that he doesn't know what the value of the wetlands are; that with all of his expertise on these matters and all of the dollars he has spent, he never even had a survey done to back up what he was talking about.

Most of us, who have lived somewhat close to nature, do not need a survey to give us this information.

We know the value of the wetlands and the important role they play in the balance of nature. This editor knows, from personal experience, there is no swamp or wetland that did not yield far more to our environment than just its intrinsic land value. This excludes, of course, those areas that man has polluted.

We were sorry to see this kind of statement from Mr. Dennison in his final days as County Supervisor. Even though we have been a constant critic of his, we did think, naively, that he really believed what he stood for. Fooled again! And why not?

Pike Did Stand

We goofed. Gil Sheppard, Chairman of the Southampton Planning Board, called our office this past weekend and informed us that Congressman Pike had taken a stand against the offshore drilling off Long Island. According to Sheppard, Pike has informed the Interior Department that when and if hearings are held he wishes to testify against such offshore drilling. This bit of information had gotten past our entire news department. To Mr. Pike we apologize for creating a wrong impression. To Mr. Sheppard we say "Thank you" for correcting us. And why not?



SUFFOLK LIFE

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

Mailing address: Box 262, Westhampton, N.Y. 11977 - or Box 167 Riverhead, N.Y. 11901

Total circulation audited and verified to be in excess of

62,000 WEEKLY

Published every Wednesday in five market area editions
Northern Brookhaven...17,716 South Fork...12,204
Southern Brookhaven...13,365 North Fork...8,883
Riverhead/Westhampton...16,212

David J. Willmott - Editor and Publisher

Sherman B. Chace - Advertising Manager
John McKay - Production Manager
Tim Stalker - News Editor

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Willmott's and Why-Not's

By David J. Willmott, Editor

Thank You

These past ten years seem to have flown, but in going over the thousands of articles, pictures and editorials with our news staff it was brought home very forcefully to me that, in terms of output, ten years is a long time.

It seems only yesterday that I was telling my father about my idea for Suffolk Life behind our home on Roanoke Avenue in Riverhead. I remember his statement to the effect that if it was such a good idea why hadn't it been done before. I remember my great anxiety when I faced the printer and realized just how little I knew about publishing a newspaper. I particularly remember the great difficulties I had because of my lack of knowledge and the fun that I had overcoming my shortcomings.

Most of all I remember the many wonderful people who lent me a hand or gave me the encouragement to keep going just when things looked the darkest in the first months of publishing. To name just a few - Frank Mooney of the Main Street Press in Patchogue who gave me some knowledge of editorial writing with the first edition; my mother, who after coming home from her own job, would sit at the typewriter and help prepare copy; my father for his business advice that could never have been obtained from books; my wife, Nancy, who has been my strong right hand and greatest support throughout the entire operation; Forrie Yeager, the Assistant Postmaster of Riverhead, who helped me through the maze of postal red-tape; Carl Okum, a

Riverhead merchant, for the psychological lift he gave in offering to invest in the paper after only two editions; to the Villellas for the offer of the use of their vacated store and to George Crusier for his legal advice and counseling.

Over the years there have been many others. They are the people on our staff who have worked as many as thirty hours straight, without a break, to see that the paper got out on time. They are the advertisers who have not missed a single edition of Suffolk Life in our ten years of publishing. Lastly they are YOU, our readers, who, through thick and thin, have reminded our advertisers that you did see their ad in Suffolk Life. To all of you wonderful people I say "THANK YOU!" And why not?

Where We Have Been What We Are Where We Are Going

We suggest that our advertising accounts ask themselves these three questions before we prepare an advertising campaign and budget for them. At the end of a decade of publishing we ask the same questions as we analyze our position in the marketplace.

We began without financing or knowledge. We suppose that if all the rules of logic had been brought to bear we never would have started at all. The only thing we had going for us was determination and the feeling that there was a need for what we hoped to create, and we weren't even too sure of that in the beginning. We did know that there was a need for at least one strong, vibrant means of communication between the advertiser and the consumer. Two courses were open to us - we could be a "Pennysaver" offering a straight advertising format and total saturation circulation of the market or we could become another weekly newspaper. We reasoned that if there was no strong medium of advertising then there was no strong news medium, so we decided to combine both. At first we leaned more towards the Pennysaver with our news being mostly photos, a few editorials and a smattering of letters. As time went on we became more of a magazine. Our quality improved, our photo coverage of affairs became more effective and our editorials became more meaningful. Letters to the editor began to play a more significant role and articles began to appear. As we matured along with the paper, we realized the need for a truly independent newspaper that was strong enough to take on the issues of the day and present the facts as they are.

With the advent of our change to a tabloid, from our comfortable magazine size, we began to evolve more into a newspaper. It was at this time that we engaged our first full-time news personality, Tim Stalker. He has been able to dig deeply into many issues and provide our readers with concise background stories. This, combined with our

photographic coverage of the happenings on eastern Long Island, plus our editorials and numerous letters-to-the-Editor Department, have brought us to where we are today.

1971 finds Suffolk Life a hybrid. We are a cross-breed between a local newspaper, a magazine and a shopping guide. We like to think we extract the best of the three formats. We offer our advertisers the advantages of a shopping guide or pennysaver through our total saturation circulation of the market set in the format of a newspaper featuring magazine-type photographs and articles. Mass circulation plus our independent vocal approach to the news insures the greatest readership so that our advertisers can expose their wares to the greatest number of people.

Our staff, in 1971, is made up of all political philosophies ranging from ultra-liberal to conservative with a good blend of in-between to insure harmony. Our news staff is free to write on subjects they feel will be of the greatest interest and in their own language. Nobody is censored or muzzled.

Editorially, we are independent. We have no political ties with any party. We are beholden to no group either through political affiliation or economic bind. Our editorials, by design, are strong and, we hope, controversial. We are not naive enough to think that we have the power to completely convince everyone of our "rightness," but our purpose and hope is to cause some kind of thought and discussion on issues both pro and con. We welcome letters of opposing viewpoints to our own and, more often than not, print them rather than letters which agree with us. We want Suffolk Life to be a forum. Everyone has a right to his opinion and that opinion should be published even though it may be the opposite of your own.

As an advertising medium we are second to none. We provide total saturation circulation of the market and extremely high readership, cover-to-cover, week in and week out. Our rates are the

lowest on eastern Long Island. They are designed to give us a fair margin of profit and still be in line with what an advertiser can afford to spend to promote his business effectively. In 1971, after ten years of inflation, our rates are as much as 40 per cent less per column inch than they were in 1961. How we have been able to do this we are not really sure ourselves, but those are the facts.

So here we are, at the end of a decade, looking towards the future. All things considered we know this - we will continue to bring our readers the best possible paper our staff can publish; we will remain independent; we will go into more in-depth reporting of the news with more background stories about people behind the scenes and we will change with the times both in format and content. We are prepared for the growth that will take place here, and we will try to use this growth to all best interests. As an advertising medium we will not forget that this is our basic "reason for being" and we will do everything in our power to remain the advertiser's "best buy" both in dollars and in our ability to get results.

As the area grows we will become more localized - with more editions serving particular locales. We will continue to keep our circulation going into each and every home, as long as it is financially possible.

We hope to be able to continue to attract the best people the area has to offer to our staff. We will keep up with the technological changes in equipment that will enable us to produce an exciting and vibrant publication.

Suffolk Life, unlike any other publication, is a partnership between its readers, its advertisers and its staff. It is YOUR paper always endeavoring to bring you more of the news you wish to read about. In reality, this is YOUR Tenth Anniversary as well as ours. This is the way we intended it when we started, and this is the way we intend to keep it. Happy anniversary! And why not?