

the nation. It was actually planned on paper—blueprinted—before a building was erected. In 1849, the Hadley Falls Co., forerunner of the present Holyoke Water Power Co., began development and expanding industry testifies to its progressiveness. More than this, it too, is a city of beautiful homes. It has fine hotels, and some of the best restaurants in New England.

Its excellent downtown shopping area features newly-developed off-street parking and all goods and services.

Chicopee Massachusetts is a thriving community of over 58,000, comprised of 25.36 square miles bordering the Connecticut River and crossed by the Chicopee River.

An industrial community, Chicopee is the home of national business in the sporting industry and rubber industries. It's industrial employment is estimated to be approximately 20,000, with an industrial community of well over 120 firms in diversified lines.

The name Chicopee was derived from the Chicopee River, which was named so, by the local Indians, long before the advent of any white man.

The word Chicopee means, "The Birch Bark Place."

Chicopee was incorporated as a town in 1848 and as a city in 1890.

## Recreation Areas

Several state parks and reservations in the Westover area offer personnel year-round recreation. Mount Tom State Reservation, located just north of Holyoke, is noted for bridle trails, picnic areas, outdoor theatres, skating and skiing.

The Berkshire Hills, noted as one of the most scenic spots in New England, are just a short drive from Westover. Mohawk Trail, renowned as a vista of contrasting colors in fall season, winds through the Berkshires.

In the summer season, recreational areas for swimming and camping include Hampton Ponds, Lake Congamond, Hampton Beach in New Hampshire, Chicopee Municipal and Oxford Country Clubs.

## Amusement Parks

Three large amusement parks are located in the general Westover area. Mountain Park in Holyoke offers the usual amusements plus weekly attractions of name bands and specialty dances. A summer stock theater is located in the park and present approximately ten productions of Broadway shows.

Riverside Park is in Agawam just outside of Springfield. This park is noted for its many novelty rides as well as special shows and picnic area. Szot Park, in Chicopee, offers facilities for baseball, football, swimming and picnicking, along with Chicopee Memorial State Park.

## Points of Interest

Local colleges and universities include Smith College (female) in Northampton, Amherst College in Amherst, University of Massachusetts in North Amherst, Mt. Holyoke College in South Hadley (America's first female college), American International College in Springfield, Springfield College (birthplace of the sport of basketball), The College of Our Lady of the Elms in Chicopee, Western Massachusetts College of Pharmacy in Willimansett, and a State Teacher College in Westfield.

## Touring the Valley

Old roads corkscrew through tunnels of green, bringing the traveler to such undisturbed towns as Deerfield. Its main street, a mile long and shaded by some of the noblest elms remaining in New England, is known as "the most beautiful in America." Fine old homes that were built nearly three centuries ago have been carefully tended and restored, so painstakingly that the street looks almost exactly as it did at the time of the Indian raids in the early 18th century.

The town was settled about 1673. Indians ambushed and massacred 64 of the village men in 1675 by a stream now known as Blood Brook. In February, 1704, 200 French and Indians stormed over the stockade in a surprise, pre-dawn attack. They put the buildings to the torch and the 291 men, women and children were either murdered or forced to march 300 miles into slavery in Canada.

News of the restoration of the historic homes and buildings draws visitors from all over the country. Townspeople courteously open their homes to the public. Notable among the renowned preparatory schools of the world is Deerfield Academy.

Another example of disappearing Americana is the covered wooden bridge. Though seldom found elsewhere, there are no less than six old ones in the Pioneer Valley—at the towns of Ashfield, Conway, Colrain, Charlemont, Grenfield and Old Hadley.

Speaking of Hadley, the Farm Museum in this town contains a collection of farm equipment that traces the evolution of agriculture in the Pioneer Valley from colonial days. There's also the Porter-Phelps-Huntington House. Built in 1752 and untouched since 1799, this homestead is furnished with family antiques, colonial museum pieces and historic documents. The First Congregational Church is surmounted by a Christopher Wren spire.

Among other towns with great attraction for visitors are Ashfield, which has Chapel Falls with its 300-foot cascade of water over a solid rock bed; Cummington, home of William Cullen Bryant and site of a museum containing mementoes of his early boyhood; Gill, where visitors can see dinosaur footprints preserved in rock; Hampden, home of Thornton Burgess, noted author of the Peter Rabbit stories.

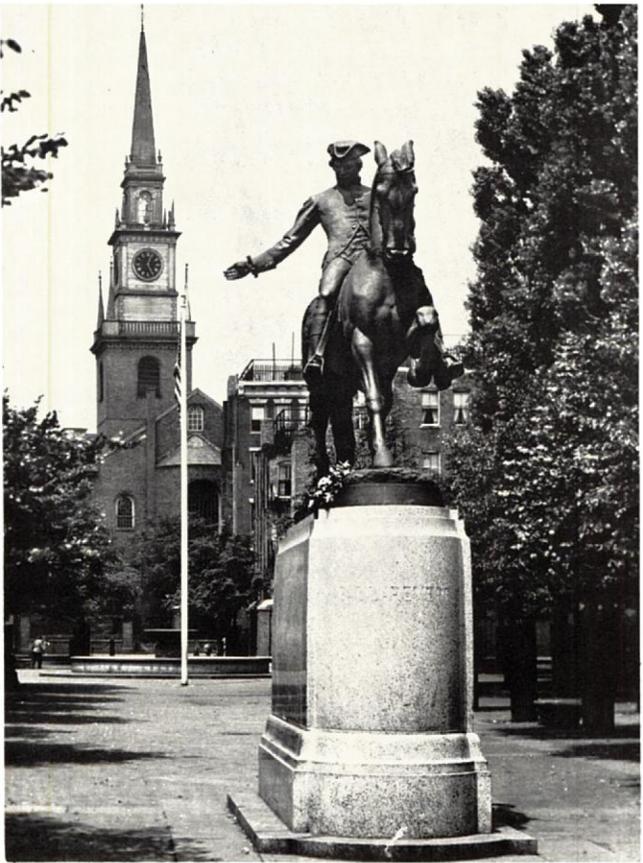
Indian relics are on display at the Hubbard Memorial Library in Ludlow, Leyden has its Balancing Rock, Jacob's Well, Old Rock Chair and other famous rock formations, Northfield is noted for its two-mile long Main Street that is lined with stately old colonial homes and double rows of stately elms, and Westfield is the site of three noted art and historical museums.

No traveler need pass hungry through the Pioneer Valley, for this is the area of the country inn where a hearty meal is a tradition, not a transaction. The cooking, generally excellent and offered at a wide range of prices, is New England-style, though more and more restaurants serving European foods are being opened.

A traveler will have no difficulty working up an appetite, because the Valley is a summer and winter playground. Lakes and streams dot the land everywhere (Ashfield, a noted summer resort, is called "Little Switzerland") and golf courses, tennis courts, trails, camping sites and bridle paths are in, or near, every one of the 73 towns in the valley.



A tourist inspects the Lexington Boulder erected on the village green where the Minutemen met the British troops of General Gage on April 19, 1775.



Statue of Paul Revere with Boston's historic Old North Church in the background.

# Historic Massachusetts

Massachusetts, as "The Birthplace of American Freedom," takes pride in its historic shrines, invites you to share these treasures, its scenic beauty and its opportunities for good living.

Massachusetts is many things. It doesn't live in the past, but the past lives here. It shelters famous museums devoted to the glories of art, past and present.

Its streets echoed the footsteps of patriots who made the country great, and today its streets echo the footsteps of the most progressive, future-minded electronic scientists and medical researchers.

It's as old as America and as new as tomorrow.

Massachusetts is, again, many things. It is Paul

Revere's House and the super-secret Lincoln Project. It is the Berkshire Music Festival and it is Fenway Park, the home of the Red Sox. It is Pioneer Valley and it is Cape Cod, the glorious arm of land where the white sand beaches compete with the golf courses and "striper" fishing competes with treasured antiques. It is Plymouth Rock and Suffolk Downs race track. It is Louisa May Alcott and Ted Williams. It is Oliver Wendell Holmes and Rocky Marciano.

It is the peaceful and magnificently scenic Berkshires where hungry trout and bass and pickeral lie in wait for the unsuspecting fisherman. Massachusetts is all these things and many more.

## CENTRAL MASSACHUSETTS

Daily living of the early 1700's is faithfully typified at Old Sturbridge Village (Routes 20 and 15). Costumed attendants man the 30 houses, mills, church, tavern and general store. Expert artisans demonstrate ancient crafts—weaving, cabinet making, metal craft, pottery, spinning, printing, grain milling. Excellent lodgings and meals are available.

In Worcester, an Art Museum of wide repute; Higgins Armory (100 Barber Ave.) has a medieval armor collection. Purgatory Chasm, Sutton, is half-mile long fissure in solid rock with bizarre caves and formations. Princeton has the exceptional Antique Auto Museum and nearby is Mt. Wachusett.

## PIONEER VALLEY

Region combines rare scenic beauty, delightful vacation playground with industry and rich farmlands.

Tour features: Storrowton, West Springfield, and Deerfield are Colonial restorations: Mt. Tom, Mt. Sugarloaf and Mt. Holyoke panoramas; six covered bridges; dinosaur tracks, Holyoke and South Hadley; Bridge of Flowers, Shelburne Falls. In Springfield, First U.S. Arsenal, Museum Quadrangle, Forest Park and Zoo. Unique Farm Museum is in Hadley; famous colleges, Smith College, Northampton, Amherst College and University of Massachusetts in Amherst.

## BERKSHIRE HILLS

Unspoiled beauty of wooded mountains, fertile valleys, clear lakes and streams combine with the widest range of recreation and hospitable lodgings for the ideal vacation.

Top entertainment feature — Berkshire Symphonic Festival, Tanglewood, Lenox (July-August), by Boston Symphony Orchestra. Seasonal highlights — Ted Shawn's Dance Festival, Jacob's Pillow, Lee; Music Barn, jazz and folk songs, Lenox; playhouses at Stockbridge and Williamstown.

Outdoor sports galore—swimming, boating, fishing, hiking, horsebacking—14 sporty golf courses—16 State forests comprising 73,098 acres with camping, picnicking, much other fun. Touring—scenic beauty at every highway turn. Mt. Greylock (3505 feet), panoramic view of five states (auto road to summit). Natural Bridges, North Adams, of white marble.

Sixteen winter sports facilities — skiing, tobogganning, skating, sleighing. Resort catering to skiers a specialty.

Autumn foliage (first half of October) is a memorable spectacle in gorgeous color. A challenge to the color photographer.



## NORTH SHORE

Superb beaches — sheltered deep-water harbors — rugged, rocky headlands are major components of the North Shore coastline, a short ride from metropolitan Boston. Historic landmarks famed in poetry and prose are many.

Glouster's narrow, picturesque streets — colorful fishing fleet. Neighboring Rockport is a mecca for painters at summer art colonies. Salem's witchcraft legends, House of Seven Gables — Witch House — Pioneer Village restoration — clipper ship fortune mansions of Chestnut Street. Marblehead — greatest Atlantic coast yachting center — home of original painting "Spirit of '76" — King Hooper mansion.

Salisbury State Beach, broad, four miles-long playground with every safety factor for surf bathing; Ipswich has mile-long Crane's Beach — white sands, lovely dunes. Plum Island, Newburyport — sport fishing center, miles of beach, big summer cottage colony. Twenty-six golf courses.

First Ironworks restoration, Saugus, authentic \$1,500,000 operating reproduction of the birthplace of America's vast iron and steel industry.

## SOUTH SHORE

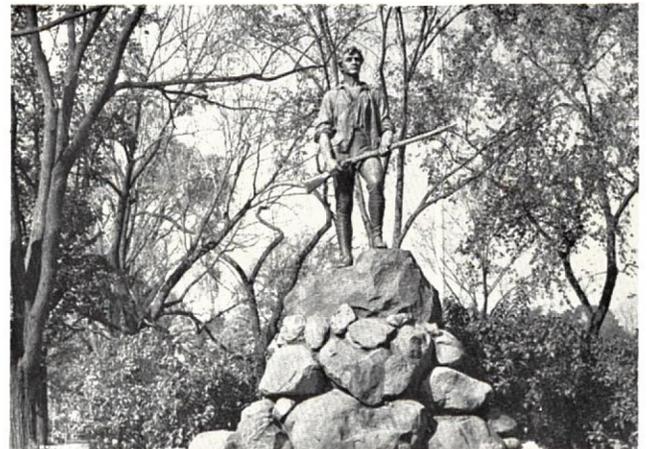
"America's Home Town," Plymouth, is a community enshrined in the hearts of every American, Plymouth Rock beneath its imposing granite canopy. First House and First Fort and Meeting House, authentic replicas of the original Pilgrim settlement. Enactment of Pilgrim customs — corn planting ceremony, Pilgrim breakfasts on summer Sunday mornings, "Pilgrim Progress" processions on Thanksgiving Day and Fridays in August at 5 p.m. — costumed descendants of the first settlers in line of march.

Fun galore — swimming, boating, fishing (salt and fresh water), Yankee clambakes, summer theater, Myles Standish State Forest, golf, riding. Edaville railroad, world's only private narrow-gauge line, six miles of track circle America's largest cranberry plantation — even parlor car equipment. Runs daily June through Christmas. Take a ride.

Quincy is the home to two Presidents and great shipyards. Nantasket Beach is famous amusement center while nearby Cohasset has popular Music Circus tent.



**Spectators watch regatta splendor at Marblehead, one of the Atlantic Coast's greatest yachting centers.**



**Lexington's tribute to her Minutemen, who answered the call "the British are coming!"**



**The Old State House, built in 1713, was the State House of the British in the 18th Century, until the Revolution.**

## HISTORIC BOSTON

Metropolitan Boston is indelibly stamped with the many landmarks of its proud early history. Equally apparent are the visible proofs of its progressiveness — modern business blocks, thriving industries, fine homes, notable cultural opportunities, world famous research facilities.

Follow "Freedom Trail" signs on foot to such shrines in downtown Boston as Old State House, South Meeting House, Faneuil Hall, Paul Revere House, Old North Church, King's Chapel. Cambridge, across the Charles River, has its Longfellow House, Tory Row mansions, Ware glass flower collection, great universities. Concord and Lexington are treasure troves of Revolutionary War and literary fame. Guided bus tours are available year-round.

Boston's hotels and restaurants are among the best, its entertainment and amusement opportunities many and varied. Big department stores and specialty shops in the shopping centers offer buying to meet every budget.

## CAPE COD

A vacation land of endless delight for summer play folk. A hundred beaches where the white surf rolls in. Lighthouses blink in the darkness. Cool sea breezes blend with pine tree fragrance. Every recreation facility on land or afloat to satisfy the most discriminating taste.

Hospitable, comfortable accommodations will meet every budget — smart hotels, cozy inns and motels, guest homes and cottage colonies, state forest camping and trailer sites. Fresh from the sea comes every variety of

delightful food — steaming bowls of clam or quahaug chowder — sweet lobster — special fish recipes.

For sport fishermen: 270 fresh water ponds with black bass, pickerel, perch; inshore ocean waters offer striped bass, bluefish, tuna, marlin, bottom fishing. Good duck, quail shooting, some deer.

Summer theater, art colonies, historic landmarks, picturesque highways, gracious villages add their spice to a memorable vacation potpourri.

## MARTHA'S VINEYARD

Discover a leisure time land at once exciting and restful. An island whose highways and byways lead to sports galore — swimming at uncrowded beaches, boating, fishing, golf, tennis, cycling, horseback riding, "just sittin'." Snug harbors with safe anchorages, yacht clubs. Home of internationally-known Martha's Vineyard Striped Bass Derby, Sept 15-Oct. 15.

Edgartown — a beauty spot of lovely homes lining shaded streets, widows' walks, coveted spread eagles on

old mansions. Oak Bluffs — summer theater, movie theater, dance hall, skating rink, bowling alleys. Vineyard Haven with fine stores and shops. Gay Head — Indian settlement with unique natural phenomenon, 200-foot multi-colored clay cliffs rising from the sea, the color photographer's delight.

Hotel, motel, inn, guest house, cottage — there's one to meet your specifications and fit your purse. Easy of access by car-carrying ferry or scheduled airline.

## NANTUCKET

Nantucket Island has a distinctive individuality as a summer resort. It is a fascinating mixture of legendary past and modern comfort and fun.

Travelers pass over centuries-old cobblestoned streets lined with stately homes and historic landmarks to reach comfortable, hospitable lodgings with every convenience.

Thirty miles at sea, the resort is quickly reached by steamer from Woods Hole or scheduled airliner. An ideal

"get-away-from-it-all" spot, there is still every opportunity for active outdoor sports — swimming, fishing, cycling, golfing, hiking over the moors, plus a touch of night life.

Famous landmarks — Whaling Museum with many artifacts of a past era, historical Society Museum, Quaker Meeting House, Old Windmill still grinding corn, Jethro Coffin House built in 1686.

- 1968 -

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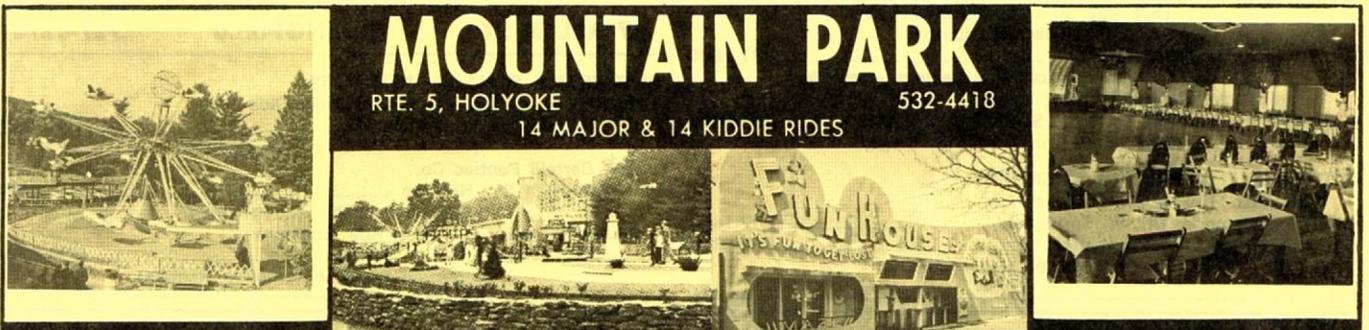
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 28 Broadway, Chicopee Falls .....592-4950

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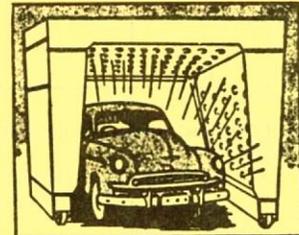
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- Sterling A. Orr, Inc. — Cadillac Distributor  
10 Mill St., Springfield ..... 781-1800  
(See our ad under Automobile Dealers—New Cars)
- Wiesel Body Work & Painting  
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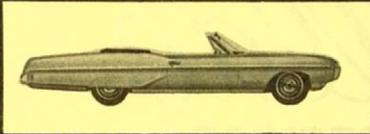


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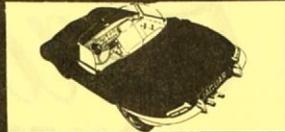
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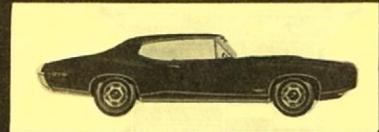
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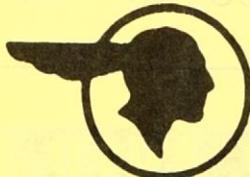
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- Hampden Dodge, Inc.  
648 State St., Springfield .....734-8251  
(See our ad Outside Back Cover)
- Ralph D. Jones, Inc.  
721 Worthington St., Springfield .....781-1820  
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- Northampton Motors, Inc. — Volkswagen  
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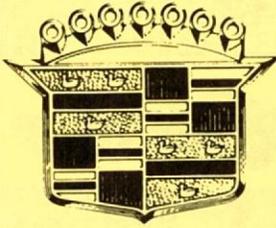
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(See our ad under Automobile Dealers—New Cars)

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1168-9 State St., Springfield -----732-5642  
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- LOW RATES BY HOUR, DAY, WEEK OR MONTH
- INSURANCE AND ALL GAS AND OIL INCLUDED
- RENT IT HERE . . . LEAVE IT THERE SERVICE
- FREE WORLD WIDE RESERVATION SERVICE

AVIS rents all makes of cars  
... features PLYMOUTH.



788-6041

36 PEARL ST.

SPRINGFIELD, MASS.

739-5110

OUT OF TOWN RESERVATIONS  
BRADLEY FIELD, WINDSOR LOCKS, CONN.

**K-C AUTO LEASING**

AT CASEY CHEVROLET CO.  
505 MEMORIAL DRIVE  
CHICOPEE, MASS.

"FREE 'ON BASE' DELIVERY AND PICK-UP"

DAILY RENTALS

598-8301

SPECIAL MILITARY RATES  
ON  
NEW CHEVROLETS



ALL WORK  
GUARANTEED

**STEER-O-MASTER**  
SAFETY SERVICE *Inc.*

AUTOMOBILE WHEEL ALIGNING



WHEEL  
ALIGNMENT  
- - -  
FRAMES & AXELS  
STRAIGHTENED  
- - -  
WHEEL  
BALANCING

235 TAYLOR ST.

737-1444

SPRINGFIELD, MASS.

**AUTOMOBILE RENTALS**

- Avis Rent-A-Car System, Inc.  
36 Pearl St., Springfield ..... 788-6041  
Bradley Field, Windsor Locks, Conn. .... 739-5110  
(See our ad this Classification)
- Hampden Dodge, Inc.  
648 State St., Springfield ..... 734-8251  
(See our ad Outside Back Cover)
- K C Auto Leasing  
505 Memorial Dr., Chicopee ..... 598-8301  
(See our ad this Classification)

**AUTOMOBILE REPAIRING**

**ED'S AUTO SERVICE**

ED BREWER, PROP. FORMERLY OF WESTOVER  
MAJOR AND MINOR REPAIRING

- MOTOR TUNE-UPS
- BRAKES
- IGNITION
- LIGHTS
- STARTERS
- DISCOUNTS TO SERVICE PERSONNEL
- MUFFLERS REPLACED
- DAY AND NIGHT LUBES
- ROAD SERVICE

108 Suffolk St., (Cor. of Elm) Holyoke 539-9466

- Steer-O-Master Safety Service  
235 Taylor St., Springfield ..... 737-1444  
(See our ad under Automobile Wheel Alignment)
- Wiesel Body Work & Painting  
644 Newton St., Rt. 116, S. Hadley ..... 538-8877  
(See our ad 1st Yellow Page)

**AUTOMOBILE SEAT COVERS**

"SATISFACTION IS OUR ONLY BUSINESS"  
**STATE AUTO TRIM, INC.**

Headquarters For All Your  
"Factory Look" Car Interior Needs  
10% Discount & Instant Credit to Westover Personnel

968 STATE (Across from A.I.C.) SPRINGFIELD 788-9575

STEREO  
TAPE  
CENTER

COMPLIMENTS OF:

**BLUE RIBBON CAKES**

827 BOSTON RD. 783-1376 SPRINGFIELD

**AUTOMOBILE WHEEL ALIGNMENT**

- Oliver Auto Body Co., Inc.  
1084 Dwight St., Holyoke ..... 533-2625  
(See our ad under Automobile Body Shops)
- Steer-O-Master Safety Service  
235 Taylor St., Springfield ..... 737-1444  
(See our ad this Classification)

**BAKERIES**



Bursting with Energy and Flavor  
At Your Commissary or Grocer

**BOND BAKING COMPANY**

781 WORTHINGTON ST. SPRINGFIELD (413) 732-3144

- Interstate Bakeries, Inc. (Blue Ribbon Cakes)  
827 Boston Rd., Springfield ..... 783-1376  
(See our ad this Classification)
- Langalier's Bakery  
50 Cabot St., Holyoke ..... 532-7030



The most convenient savings bank in town for

**SAVINGS ACCOUNTS • PERSONAL LOANS  
HOME MORTGAGE AND REPAIR LOANS**

---

**5 CONVENIENT LOCATIONS**  
 MAIN OFFICE / CORNER MAIN AND APPLETON STS. HOLYOKE  
 CHICOPEE, / 91 MAIN ST., CHICOPEE FALLS  
 FAIRVIEW, / 1577 MEMORIAL DRIVE  
 HOLYOKE, / 1640 NORTHAMPTON ST.  
 SO. HADLEY, / 40 BRIDGE ST., S.H.FALLS

- ☆ **Mortgage Loans**
- ☆ **Savings Accounts**
- ☆ **Collateral Loans**
- ☆ **Home Repair Loans**
- ☆ **SAVINGS BANK Life Insurance**

MAIN OFFICE: Corner Suffolk and Chestnut Streets  
 BRANCH OFFICES: 20 Canal St. & South St. Shopping Center

★ MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION ★ MEMBER DEPOSIT INSURANCE FUND OF MASSACHUSETTS

- *Savings Accounts*
- *Mortgage Loans*
- *Improvement Loans*
- *Personal Loans*

314 HIGH ST. HOLYOKE 534-0211  
 BRANCH OFFICE: HAMPDEN AND PLEASANT STREETS

# SAFE DEPOSIT BANK & TRUST CO.

## HADLEY FALLS DIVISION

58 Suffolk St., Holyoke, Mass.  
**534-0234**

16 CONVENIENT OFFICES IN:

- Holyoke
- Westfield
- Chicopee
- Chicopee Falls
- Fairview
- Greater Springfield
- Palmer

*One Stop Banking*

THE ONLY BANK ON  
WESTOVER AIR FORCE BASE

Member Federal Reserve System

Member FDIC

# FULL SERVICE BANKING

## ● LOW-COST AUTO & APPLIANCE LOANS

ASK YOUR DEALER OR SEE US  
FOR VALLEY BANK FINANCING

## ● VALLEY CHARGE CARDS

## ● CHECKING ACCOUNTS

## ● SAVINGS ACCOUNTS

## ● PERSONAL LOANS

### CLOSEST WESTOVER LOCATIONS:

● SPRINGFIELD SHOPPING PLAZA

● LUDLOW — WINDSOR AND SEWALL STS.

● INDIAN ORCHARD — MAIN AT PINEVALE STS.

● EAST SPRINGFIELD — OPPOSITE WESTINGHOUSE

# Valley Bank AND TRUST COMPANY

22 CONVENIENT OFFICES

serving

GREATER SPRINGFIELD ● AGAWAM ● EAST LONGMEADOW ● INDIAN ORCHARD

**785-5841**

LONGMEADOW ● LUDLOW ● WEST SPRINGFIELD

**785-5841**

WESTFIELD ● WILBRAHAM

Member Federal Deposit Insurance Corporation



### BANKS

Falls-Mechanics Savings Bank  
200 Main St., Holyoke ..... 534-0201  
1640 Northampton St., Rt. 5, Holyoke ..... 534-0206  
40 Bridge St., S. Hadley Falls ..... 534-0205  
91 Main St., Chicopee Falls ..... 594-4751  
1577 Memorial Dr., Fairview ..... 538-8268

(See our ad Outside Back Cover & this Classification)

#### Holyoke Savings Bank

Elmwood Office: South St. Shopping Center, Holyoke .. 536-3997  
Canal St. Office: 20 Canal St., Holyoke ..... 533-3785  
Main Office: Chestnut & Suffolk Sts., Holyoke ..... 533-7121  
(See our ad this Classification)

#### Peoples Saving Bank

314 High St., Holyoke ..... 534-0211  
Branch Office—Hampden & Pleasant Streets

(See our ad this Classification)

#### Safe Deposit Bank & Trust Co.

Westover Field—Adjacent to Base Library  
58 Suffolk St., Holyoke ..... 534-0234  
(See our ad this Classification)

#### Valley Bank & Trust Co.

Main Office—1351 Main St., Springfield ..... 785-5841  
(See our ad this Classification)

### BEAUTY SALONS

All Seasons Hair Stylists  
Across from the War Memorial  
319 Appleton St., Holyoke ..... 536-5140  
Beauty Mart, The  
1692 Memorial Dr., Fairview ..... 534-0870  
(See our ad this Classification)



**UNDERWRITE  
YOUR  
COUNTRY'S  
MIGHT!**

Buy  
United States  
Savings Bonds



Specializing In  
● Permanent Waves  
● Hair Cutting  
● Bleaching & Coloring  
● Facials & Manicuring

Color Machine  
For Quick Service

Wigs Sold  
Also Restyling  
and Cleaning

## THE BEAUTY MART

Open — Tues. & Sat. 9-5:30 — Wed., Thurs., Fri. 9 - 9  
(Near Main Gate Rotary)

1692 MEMORIAL DR.

FAIRVIEW

534-0870



**Kay-Harvey**  
**HOUSE OF BEAUTY**

25 Experienced  
Hair Stylists,  
Male & Female  
**WHY ACCEPT LESS,  
GET THE BEST**

**ALL STYLISTS  
HAND PICKED BY  
KAY-HARVEY ACADEMY  
OF HAIR DESIGN**

- PERMANENT WAVING
- HAIR CUTTING BLEACHING & COLORING
- FACIALS AND MANICURING
- AIR-CONDITIONED

Open 9 a.m. to 9 p.m. Monday - Friday  
9 a.m. to 5 p.m. Saturday

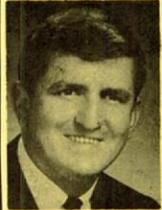
Corner Pine & Cabot 534-0171  
In Easthampton 527-3341  
**AMPLE PARKING**



290 Maple St.  
Holyoke

**HAIR STYLISTS OF HOLYOKE**  
534-0021 ★ 536-0093

**WIGS - MALE & FEMALE  
SALES & MAINTENANCE**



DOUGLAS WHITMAN  
"Stylist Director"

# La Tresse

## STYLISTS

LA TRESSE — STYLING BY EXPERTS

THE FINEST IN HAIR STYLING SERVICES, COLORING, CUTTING & PRESCRIPTION PERMANENT WAVES FOR DISCRIMINATING WOMEN

Use Your  
C.A.P. Charge Card

OPEN 9 - 9  
DAILY

AIR CONDITIONED  
● PARKING ACROSS STREET

WIGS  
SALES & SERVICE

23  
STYLISTS

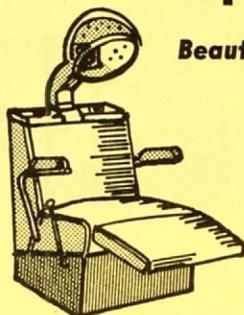
**243 MAPLE ST., HOLYOKE**  
539-9286 — 533-8707

**246 MONTCALM, FAIRVIEW**  
533-6170

8  
STYLISTS

# NABHAN'S

## of Springfield, Inc.



**Beauty Shop Equipment  
and Supplies Including  
Latest Style Hair Pieces**

**Call**

**733-6613**

438 Dickinson St.
Springfield, Mass. 01108

## BURKE BEVERAGE, INC.

*Carling Black Label Beer*

700 Plainfield St.
CHICOPEE
734-7351

**BEER DISTRIBUTORS**  
Burke Beverage Co., Inc.  
700 Plainfield St., Chicopee ..... 734-7351  
(See our ad this Classification)

**BEVERAGES**  
Pioneer Valley Ginger Ale & Squirt Bottling Co.  
10 Main St., (Northampton) Florence, Mass. .... 584-4191



736-8141

**SEVEN-UP**

SPRINGFIELD BOTTLERS

**136 NURSERY ST.**



**BOATS**

*Your Pleasure Is Our Business*

## BRUNELLE'S MARINA



Complete Docking Facilities (150 Slips)  
Snack Bar      Parking for 1,000 Cars  
Motor & Boat Repairs On All Kinds of  
Marine Equipment

1 Alvord St.
S. Hadley
(413) 536-3132

**BUILDING MATERIALS**

H. F. Lynch Lumber Company (Lynch for Lumber)  
202 Day St., W. Springfield ..... 739-4781  
(See our ad under Lumber)

Springfield Lumber Co.  
61 Page Blvd., Springfield ..... 733-3168

Tessier Millwork & Lumber  
11 Jackson St., Holyoke ..... 536-6485  
(See our ad under Lumber)

Vadnais Lumber Co., Inc.  
1023 Page Blvd., Springfield ..... 736-4573  
(See our ad under Lumber)

**BURNER SERVICES**  
Humble Oil & Refining Company  
60 Hannon St., Springfield ..... 734-7357  
(See our ad under Oils—Fuel)

**CAMPING TRAILERS AND EQUIPMENT**  
Gotta's Trailer Center  
1872 Boston Rd., Rt. 20, N. Wilbraham ..... 783-6111  
(See our ad under Trailers—Travel & Camping)

**CARPET CLEANING**  
Rugcraft  
710 Berkshire Ave., Springfield ..... 781-1600  
(See our ad under Rug Cleaning)

**CARPETS**  
Lee - James  
727 State St., Springfield ..... 785-1909  
(See our ad Outside Back Cover)

**BEAUTY SALONS , Cont'd.**

Kay Harvey Hair Stylists  
290 Maple St., Holyoke ..... 534-0021  
Cor. Pine & Cabot Sts., Holyoke ..... 534-0171  
21 Holyoke St., Easthampton ..... 527-3341  
(See our ad this Classification)

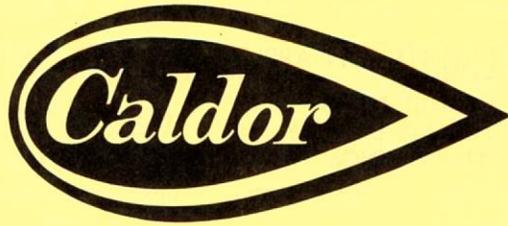
La Tresse Stylists  
243 Maple St., Holyoke ..... 539-9286—533-8707  
246 Montcalm, Fairview ..... 533-6170  
(See our ad under Beauty Salons)

**BEAUTY SCHOOLS**

Kay Harvey Hair Design Academy  
182 State St., Springfield ..... 732-7117  
(See our ad under Beauty Salons)

**BEAUTY SUPPLIES AND EQUIPMENT**

Nabhan's of Springfield, Inc.  
438 Dickinson St., Springfield ..... 733-6613  
(See our ad this Classification)



# Your Top Quality Discount Dept. Store

APPLIANCES ● TV ● AUTOMOTIVE ● CAMERAS  
FURNITURE ● GIFTS ● JEWELRY ● CLOTHING, ETC.

**NORTHAMPTON**

**180 NORTH KING ST.**

## CHURCHES

Emmanuel Baptist Church—Affiliated Southern Baptist Conv.  
124 Putnam Circle (Off Carew St., Springfield) .....734-8038

## ST. FRANCIS CHAPEL & INFORMATION CENTER

254 Bridge St. Springfield 733-3101

MASSSES: Sunday, 5, 6, 6:45, 7:30, 8:15 A.M.  
Weekdays, 1-0

HolyDays 7:30, 8, 11, 11:30, 12:05, 12:35, 1:05, 5, 5:30

CONFESSIONS: Saturday, 7:30 A.M. thru to 9 P.M.  
Daily, 7:30 to 8:30 A.M., 11 A.M. to 2 P.M., 5-6, 7-9 P.M.

Inquiries, Information, Everyday 9 A.M. to 9 P.M.

## CLEANERS

Custom Cleaners—Free Delivery  
590 High St., Holyoke .....532-2056

## CLOTHING

*Lauren Sportswear Corp.*

**Women's & Children's All Weather Garments**

● 3 to 6X ● 7 to 14 ● 6 to 14 ● 8 to 18

Visit Our Factory Outlet

Daily 8 - 5 — Saturday 8 - 12

**380 UNION ST. W. SPRINGFIELD 734-2489**

## COCKTAIL LOUNGES

Jaycox Restaurant & Gristmill Bar & Lounge  
456 Sumner Ave., Springfield .....736-8521

(See our ad under Restaurants)

Yankee Pedlar Inn  
Junction U.S. Rt. 5 & 202, Holyoke .....532-9494

(See our ad under Restaurants)

## CREDIT UNIONS

Westover Air Force Base Credit Union  
Westover AFB, Bldg. 6600 .....577-3998—577-2918  
(See our ad Inside Front Cover)

## DAIRY PRODUCTS

Dairy Center, Inc.  
1578 Riverdale, Rt. 5, W. Springfield .....RE 2-0095

## DEPARTMENT STORES

Caldor, Inc.  
180 N. King St., Rt. 5, Northampton .....584-4721  
(See our ad this Classification)

## ELECTRIC POWER

Chicopee Municipal Lighting Plant  
725 Front St., Chicopee .....598-8311  
(See our ad under Utilities)

## ELECTRONIC EQUIPMENT

Lafayette Radio & Electronics  
461 Sumner Ave., Springfield .....736-3626  
(See our ad this Classification)

## LAFAYETTE RADIO ELECTRONICS

*Associate Store*

*Hi Fi Components, Tape Recorders, C. B. Rigs  
Radios, Walkie Talkies, TV Antennas, Parts*

461 Sumner Ave. at the "X" Springfield 736-3626

## EMPLOYMENT

Ludlow Hospital  
14 Chestnut Pl., Ludlow .....583-8365  
(See our ad under Hospitals)

## EXTERMINATING AND FUMIGATING—PEST CONTROL

**MEMBER** *Grant Exterminating Co., Inc.*  
**NATIONAL PEST CONTROL ASSOCIATION**

TERMITE & PEST CONTROL

INDUSTRIAL — COMMERCIAL — RESIDENTIAL  
LICENSED OPERATORS

**141 BOSTON RD. SPRINGFIELD 783-6290**

## EYE GLASSES

City Opticians  
1214 Main St., Springfield .....RE 2-6251  
(See our ad under Opticians)

## FINANCING (SEE ALSO LOANS)

Beneficial Finance Co.  
1618 Main St., Springfield .....785-1991  
1277 Main St., Springfield .....737-2648  
272 Exchange, Chicopee .....598-8366  
560 Dwight St., Holyoke .....539-9851  
(See our ad under Loans)

Public Finance Company  
1567 Main St., Springfield .....733-6607  
346 High St., Holyoke .....532-1455  
(See our ad under Loans)

Seaboard Finance Company  
1645 Main St., Springfield .....ST 8-9601  
(See our ad under Loans)

## FLOOR COVERINGS

Lee - James  
727 State St., Springfield .....785-1909  
(See our ad Outside Back Cover)

## FLORISTS

Wilbraham Flower Shop  
98 Stonyhill Rd., Wilbraham .....543-4115

## FRUIT AND PRODUCE

Angelo's Fruit Market, Inc. Open All Year  
436 Boston Rd., Rt. 20, Springfield .....783-8807

**LOOK IN THE YELLOW PAGES FOR THE BEST BUYS**

**FURNITURE DISCOUNTS** ON NATIONALLY ADVERTISED FURNITURE • BEDDING  
**DISCOUNTS** ON APPLIANCES • TV • STEREO

**Discount CENTER INC.**

3 COMPLETE ROOMS  
 57 PCS. FURNITURE  
 NOTHING DOWN, \$11 MO. **\$277** 322 MAIN ST. HOLYOKE 532-1463

HOLYOKE'S ONLY  
**DISCOUNT**  
 FURNITURE & APPLIANCE  
 STORE

Next to Parking Lot

**RETIRING MILITARY PERSONNEL IF YOU WANT TO LIVE IN THE GREATER SPRINGFIELD AREA AND WANT A LUCRATIVE CAREER OPPORTUNITY WHERE YOU ARE YOUR OWN BOSS REPRESENTING ONE OF THE WORLD'S LARGEST COMPANIES, SEND YOUR PERSONAL HISTORY TO:**

**MICHAEL W. KOPE, Agency Manager**

**The EQUITABLE Life Assurance Society of the United States**

95 STATE STREET SPRINGFIELD, MASS. 734-2101

**AN EQUAL OPPORTUNITY EMPLOYER, M/F**



**LUDLOW HOSPITAL**

ALL TYPES HOSPITAL EMPLOYMENT AVAILABLE  
 Close to Westover A.F.B.

14 CHESTNUT PLACE LUDLOW 583-8365

**FUR STORAGE**  
 Canadian Fur Co.  
 272 Bridge St., Springfield -----773-4105

**GUITARS**  
 Rhythm Shoppe — Guitars & Amps — Fender - Gibson - Guild  
 Jackson St., Belchertown -----323-7593

**FURNITURE**

**BREADY'S FURNITURE MART**

• PROVINCIAL • COLONIAL  
 • MODERN

Open 9 to 9 Monday thru Friday — 9 to 5 Saturday

2957 BOSTON RD. N. WILBRAHAM 596-4091

**GROCERS**  
 Food Marts, Inc.  
 1600 Memorial Dr., Main Gate Circle -----JE 4-0244

**GROCERY PRODUCTS**  
 Interstate Bakeries, Inc. (Blue Ribbon Cakes)  
 827 Boston Rd., Springfield -----783-1376  
 (See our ad under Bakeries)

**HEATING AND AIR CONDITIONING**  
 Swett Bros., Inc.  
 78 Island Pond Rd., Springfield -----737-0293  
 (See our ad under Oils—Fuel)

Chase House of Decor, Inc.  
 308 Belmont, Springfield -----734-4263

**HI-FI EQUIPMENT**  
 Lafayette Radio & Electronics  
 461 Sumner Ave., Springfield -----736-3626  
 (See our ad under Electronic Equipment)

QUALITY FURNITURE AT LOWEST PRICES

Kroehler — Ranch Oak — Johnson Carper — Simmons — Sealy  
 Hale — Temple Stuart — Sweet Comings — Sterling Worth  
 (See our ad under Appliances)

**HOSIERY**  
 Lady Oris Hosiery Shop  
 1398 Main St., Springfield -----739-2454

**EPSTEIN FURNITURE CO.**

443 MAIN ST. HOLYOKE 533-3945

**HOSPITALS**  
 Holyoke Hospital  
 Personnel Department -----536-5221, Ext. 256  
 575 Beech St., Holyoke -----536-5221  
 Ludlow Hospital  
 14 Chestnut Pl., Ludlow -----583-8365  
 (See our ad this Classification)

Furniture Discount Center, Inc.  
 322 Main St., Holyoke -----532-1463  
 (See our ad this Classification)

**HOTELS**  
 Sheraton Motor Inn  
 70 Chestnut St., Springfield -----734-3141  
 (See our ad under Motels)

**GALASKA FURNITURE CO.**

7 FLOORS OF FURNITURE, APPLIANCES & TV'S

- French Colonial
- Spanish Contemporary
- Modern
- Westinghouse
- Hotpoint
- Frigidaire
- Maytag
- Zenith
- Also Upholstering

— FURNITURE SOLD AT WHOLESALE PRICES —

124 EXCHANGE ST. CHICOPEE 594-4851  
 384 HIGH ST. HOLYOKE 524-7349

**INCOME TAX PREPARATION**  
 H & R Block Co.  
 212 Exchange, Chicopee  
 549 Sumner Ave., Springfield -----781-4640

*William Kavanagh*

OUR 92nd YEAR

**FURNITURE COMPANY**

733-6641

COMPLETE FURNISHINGS FOR THE HOME  
 CONVENIENT TERMS  
 FREE DELIVERY  
 ACROSS FROM SPFLD. ARMOY 443 State St. Springfield

**INSURANCE**  
 Charles W. Bray Real Estate & Insurance Agency  
 71 Main St., Chicopee Falls -----598-8304  
 Corbeille Agency — Nationwide Insurance  
 162 East St., Chicopee Falls -----594-4381—592-5740  
 Crosier - Chaffee Insurance Agency, Inc.  
 362 Dwight St., Holyoke -----534-1482—532-7041  
 Equitable Life Assurance Society of the U.S.  
 95 State St., Springfield -----734-2101  
 (See our ad this Classification)  
 William L. Forrest Insurance Agency  
 525½ Belmont Ave., Springfield -----734-6423

**FURS**  
 Canadian Fur Co.  
 Springfield's Oldest Furriers—Est. 1898  
 272 Bridge St., Springfield -----773-4105



J. H. BORTLE

# PALMER'S KENNELS

SINCE 1935

"CARING FOR YOUR DOG IS OUR ONLY BUSINESS"

BOARDING - TRIMMING

SPACIOUS QUARTERS

AIR FREIGHT ACCOMMODATIONS

LARGE RUNS

141 PORTER RD.

EAST LONGMEADOW, MASS.

413—525-3532

## INSURANCE—LIFE

Equitable Life Assurance Society of the U.S.

95 State St., Springfield ..... 734-2101  
(See our ad under Insurance)

## INTERIOR DECORATING

Chase House of Decor, Inc.

308 Belmont, Springfield ..... 734-4263

## INVESTMENTS

Estabrook &amp; Co.

1387 Main St., Springfield ..... 737-5328  
(See our ad under Stocks & Bonds)

Louis B. Meadows &amp; Co.

1421 Main St., Springfield ..... 733-5191  
(See our ad under Stocks & Bonds)

Paine, Webber, Jackson &amp; Curtis

1387 Main St., Springfield ..... 736-3671  
(See our ad this Classification)

## JEWELERS

MEMBER  
**AGS**  
AMERICAN GEM SOCIETY

*Arthur Cooley* JEWELER, Inc.  
Certified Gemologists  
Accredited Gem Laboratory A.G.S.

1210 Main St. (at State) Springfield 736-6850

FOR FINE DIAMONDS 534-5748

**FREDERICK'S**  
*Jewelers*

DEALERS FOR OMEGA & ROLEX 736-3664

281 HIGH ST., HOLYOKE • 1441 MAIN ST., SPRINGFIELD

## KENNELS

Iron Pointer Boarding Kennels

320 E. Hampton Rd., Rt. 141, Holyoke ..... 538-8700

Palmer's Kennels

141 Porter Rd., E. Longmeadow ..... 413—525-3532  
(See our ad this Classification)

Rosevale Kennels—Doberman Pinscher Puppies &amp; Stud Service

Miniature Schnauzer Puppies, Stud Service & Trimming  
156 S. Monson Rd., Hampden ..... 1-(413)—566-3945

## LOANS (SEE ALSO FINANCING)

Beneficial Finance Co.

1618 Main St., Springfield ..... 785-1991

1277 Main St., Springfield ..... 737-2648

272 Exchange, Chicopee ..... 598-8366

560 Dwight St., Holyoke ..... 539-9851  
(See our ad this Classification)

Holyoke Savings Bank

Elmwood Office: South St. Shopping Center, Holyoke ..... 536-3997

Canal St. Office: 20 Canal St., Holyoke ..... 533-3785

Main Office: Chestnut & Suffolk Sts., Holyoke ..... 533-7121  
(See our ad under Banks)

## PAINÉ, WEBBER, JACKSON & CURTIS

"STOCKBROKERS TO KNOW"  
Established 1879

Complete Investment Services  
Members New York and other principal Exchanges

"FOR INFORMATION CALL"

**736-3671**

# Cash?

# GET THAT BIG O.K.

Yes, get the cash you want — for furloughs, leaves, expenses, bills, any good reason! Credit Transfer Service to any of more than 1700 Beneficial offices. Servicemen everywhere prefer Beneficial! Call up and get that BIG O. K.!

**LOANS \$20 to \$3000**

Loans life-insured at low cost

SPRINGFIELD

1618 Main Street ..... **785-1991**

1277 Main Street ..... **737-2648**

CHICOPEE

272 Exchange St. .... **598-8366**

HOLYOKE

560 Dwight Street ..... **539-9851**

## BENEFICIAL

FINANCE CO.

# SUPPORT . . .

# THE ADVERTISERS WHO HAVE MADE THIS BOOK AVAILABLE!

# LYNCH for LUMBER

and  
**ALL YOUR BUILDING MATERIALS**  
*Up to 25% SAVINGS — NEVER UNDERSOLD on Cash & Carry*  
 DAILY DELIVERIES AVAILABLE  
 WEST SPRINGFIELD

202 DAY ST.

739-4781

You've got  
**BORROWING POWER<sup>®</sup>**  
 At Public Finance\*

Make the most of your power at Public. Get your Coast-to-Coast Credit Card here or at any of our 800 affiliated offices.

**SPRINGFIELD**  
 1567 Main Street Phone 733-6607  
**HOLYOKE**  
 346 High Street Phone 532-1455



FOR ALL YOUR BUILDING  
 MATERIAL NEEDS

Call 594-4731



861 Meadow St. Chicopee



Doors • Windows • Insulation • Flooring  
 • Wallboards • Barclay Tile • Cedar Closet  
 Lining • Builder's Hardware • Paints  
 • Formica • Floor Tile • Roofing  
**CASH & CARRY**

Open Thurs. & Fri. Nites 'til 9 P.M.  
 Saturday 'til 1 P.M.

11 Jackson St. Holyoke 536-6485



## Hung up by too many bills?

Enlist the help of Seaboard for a loan. Seaboard specializes in renting money to Air Force personnel. For high priority service, telephone for a personal (and top secret) appointment. You'll be surprised how low your monthly payments will be.

**SEABOARD FINANCE COMPANY**  
 A lifesaver when you need cash

1645 Main St., Springfield Phone ST 8-9601

### LOANS (SEE ALSO FINANCING), Cont'd

- Peoples Saving Bank  
 314 High St., Holyoke ..... 534-0211  
 Branch Office: Hampden & Pleasant Streets  
 (See our ad under Banks)
- Public Finance Company  
 1567 Main St., Springfield ..... 733-6607  
 346 High St., Holyoke ..... 532-1455  
 (See our ad this Classification)
- Seaboard Finance Company  
 1645 Main St., Springfield ..... ST 8-9601  
 (See our ad this Classification)
- Valley Bank & Trust Co.  
 Main Office—1351 Main St., Springfield ..... 785-5841  
 (See our ad under Banks)
- Westover Air Force Base Credit Union  
 Westover AFB, Bldg. 6600 ..... 577-3998—577-2918  
 (See our ad Inside Front Cover)

### LOANS—MORTGAGES

- Falls - Mechanics Savings Bank  
 200 Main St., Holyoke ..... 534-0201  
 1640 Northampton St., Rt. 5, Holyoke ..... 534-0206  
 40 Bridge St., S. Hadley Falls ..... 534-0205  
 91 Main St., Chicopee Falls ..... 594-4751  
 1577 Memorial Dr., Fairview ..... 538-8268  
 (See our ad Outside Back Cover and under Banks)
- Safe Deposit Bank & Trust Co.  
 Westover Field — Adjacent to Base Library  
 58 Suffolk St., Holyoke ..... 534-0234  
 (See our ad under Banks)

### LUMBER

- H. F. Lynch Lumber Company (Lynch for Lumber)  
 202 Day St., W. Springfield ..... 739-4781  
 (See our ad this Classification)
- J. G. Roy Lumber Co.  
 861 Meadow St., Chicopee ..... 594-4731  
 (See our ad this Classification)
- Springfield Lumber Co.  
 61 Page Blvd., Springfield ..... 733-3168
- Tessier Millwork & Lumber  
 11 Jackson St., Holyoke ..... 536-6485  
 (See our ad this Classification)



## LUMBER, Cont'd

Vadnais Lumber Co., Inc.  
1023 Page Blvd., Springfield .....736-4573  
(See our ad this Classification)

## MEATS



ARMOUR AND COMPANY

154 LYMAN ST. SPRINGFIELD 736-2751

## MEN'S WEAR

Petluck's  
1363 Liberty St., Springfield Plaza, Springfield .....736-4504

## MILLINERY AND FABRICS

Millinery Supply Outlet (Millinery & Fabrics )  
346 Main St., Holyoke .....534-0457

## MOBILE HOME SALES

Gill Mobile Home Sales  
1760 Westover Rd., Outside Industry Gate .....593-5581  
(See our ad Inside Back Cover)

## MORTGAGE LOANS

Holyoke Savings Bank  
Elmwood Office: South St. Shopping Center, Holyoke ...536-3997  
Canal St. Office: 20 Canal St., Holyoke .....533-3785  
Main Office: Chestnut & Suffolk Sts., Holyoke .....533-7121  
(See our ad under Banks)

## MOTELS

## HIGHPOINT MOTOR INN

RESTAURANT, LOUNGE & DINING ROOM

82 Family Size Modern Rooms — Military Rates  
Year Round Swimming Pool, TV, Air Conditioning, Health Club  
★ 2 Minutes to Westover A.F.B.

EXIT NO. 5, MASS. PIKE & RTE. 33 CHICOPEE FALLS, 01021 592-7722

Sheraton Motor Inn  
70 Chestnut St., Springfield .....734-3141  
(See our ad this Classification)

## MOTORCYCLES

Tibby's Harley-Davidson Sales  
215 Berkshire Ave., Springfield .....781-0785

## MOVING AND STORAGE



## ANDERSON AND BENSON CORP.

MOVING STORAGE PACKING

270 LIBERTY STREET, SPRINGFIELD, MASSACHUSETTS  
Telephone 737-2642

Hallmark Van Lines, Inc.  
67 Grove St., Chicopee Falls .....592-4101  
(See our ad this Classification)

## New England Movers, Inc.



Agents For  
UNITED VAN LINES

259 PAGE BLVD. SPRINGFIELD 736-6303

Visit Our Modern Homeowners Shopette

**Vadnais**  
LUMBER COMPANY Inc.

DEALERS IN:

- LUMBER
- DOORS
- WINDOWS
- PAINTS
- ROOFING
- INSULATION
- HARDWARE
- KITCHEN CABINETS
- FLOOR & WALL TILE
- GARDEN SUPPLIES

HOURS:  
8 to 5:30  
Daily  
Sat. 8 to 3



VADNAIS FOR VALUE

Free Delivery — Charge Accounts Available

1023 PAGE BLVD.  
SPRINGFIELD

736-4573

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TURNPIKE  
ENTRANCE

The SHERATON  
MOTOR INN

SPECIAL RATES TO MILITARY PERSONNEL

Springfield's

Finest  
HOTEL

★ NEW  
EAGLE TAVERN  
DINING ROOM



LUXURY . . .  
COACHMAN LOUNGE

★ AIR CONDITIONED  
★ FREE PARKING

MOTOR INN  
CONVENIENCE

70 Chestnut St.

Springfield

RE 4-3141

Home Office & Warehouse — 67 Grove St., Chicopee Falls, Mass.  
Branches At: Worcester, Mass. - Hartford, Conn. - Norwich, Conn.

HALLMARK  
VAN LINES, INC

AGENT FOR REPUBLIC VAN LINES  
BALTIMORE, MARYLAND

592-4101

Heated &  
Sprinklered  
Storage

FREE ESTIMATES

Leslie J. Moore Jr., Pres.

## MOVING AND STORAGE, Cont'd

J. J. SULLIVAN  
THE MOVER, INC.

SPRINGFIELD, MASSACHUSETTS  
(413) 732-2168

Agents for: AERO MAYFLOWER TRANSIT CO.

• Free Estimates

• Storage

## Three Star Moving &amp; Storage

Local & Agents for Long Distance Movers

203-668-7387

426 S. Grand Street  
West Suffield, Conn. 06393

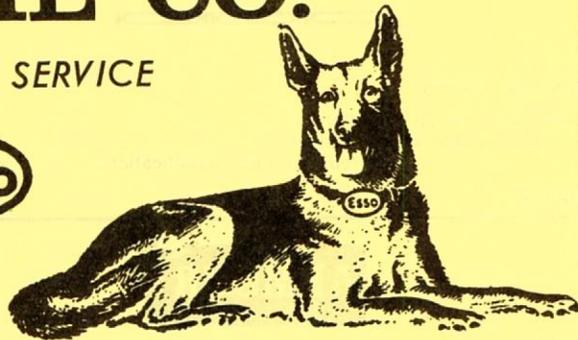
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SPRINGFIELD

Buy U.S. Savings Bonds through payroll savings

# REIDY OIL CO.

24-HOUR BURNER SERVICE

BOILERS  
BURNERS  
FURNACES  
AIR CONDITIONERS



We Give Trading Stamps

81 N. BRIDGE ST.

HOLYOKE

536-1321



DISTRIBUTORS  
OF THE NATION'S  
LEADING PAINTS

## S. MARKS & CO., Inc.

HOLYOKE'S DECORATING CENTER  
GLASS & MIRRORS FOR EVERY PURPOSE

HEADQUARTERS FOR  
AMERICA'S FINEST  
WALLPAPERS

95 MAPLE ST. (COR. OF LYMAN)

HOLYOKE

PHONE 534-4569

### CHICOPEE NURSING HOME, INC.

24-HR. NURSING CARE  
BY WEEK, MONTH OR YEAR  
"Home Like Atmosphere"

12 DALLAIRE AVE.

CHICOPEE FALLS

532-4004



### Humble Oil & Refining Company

- Automatic Oil Delivery
- 24-Hour Burner Service
- Budget Payment Plan
- Quality Esso Heating Oil

For Oil  
Or Service  
Call

60 Hannon Street

Springfield

734-7357



YOUR COMFORT IS OUR BUSINESS

Specialists In

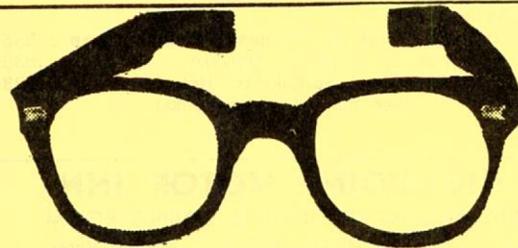
Heating - Humidification and Air Conditioning

24-Hour Burner Service — Automatic Delivery

78 Island Pond Road

Springfield, Mass.

Tel. 737-0293



## City Opticians

1 VISIT

EST. 1936

COMPLETE EYEGLASSES  
NO APPOINTMENT NEEDED

COMPARE OUR PRICES — QUALITY — SERVICE  
NEW FRAMES — REPAIRS — WHILE-U-WAIT  
PRESCRIPTIONS FILLED PAY 50c A WEEK

**Our Only Office 1214 Main St.**

**SPRINGFIELD, MASS. TEL. RE 2-6251**

OPPOSITE NEW WORCESTER FEDERAL SAVINGS BANK  
OPEN DAILY 9 A.M. TO 5:30 P.M. — THURS. 'TIL 8 P.M.

**— Up One Flight and Save**

#### NURSING HOMES

Chicopee Nursing Home, Inc.

12 Dallaire Ave., Chicopee Falls ..... 532-4004

(See our ad this Classification)

#### OILS—FUEL

Humble Oil & Refining Company

60 Hannon St., Springfield ..... 734-7357

(See our ad this Classification)

Reidy Oil Co.

81 N. Bridge St., Holyoke ..... 536-1321

(See our ad this Classification)

Sweet Bros., Inc.

78 Island Pond Rd., Springfield ..... 737-0293

(See our ad this Classification)

#### OPTICIANS

City Opticians

1214 Main St., Springfield ..... RE 2-6251

(See our ad this Classification)

#### PAINTS

S. Marks & Co., Inc.

95 Maple St., Holyoke ..... 534-4569

(See our ad this Classification)

**PHOTOGRAPHERS**

Anda Photo Studio  
 Portraits — Weddings — Family Groups  
 385 Main St., Holyoke .....533-8377  
 Brooks Photography, Inc.  
 1562 Main St., Springfield .....734-2316  
 (See our ad this Classification)

**PICTURE FRAMING**

**the little gallery** creative framing

specializing in restoration of paintings  
 antique frames & art objects  
 original graphics - mirrors - reproductions  
 105 chestnut st.                      springfield                      736-1077

**PEHRSSON PICTURE FRAMING**  
 CUSTOM PICTURE FRAMING  
 Largest Selection of Moldings in Western Massachusetts  
 52 Years Picture Framing Experience  
 230 WORTHINGTON ST.                      SPRINGFIELD                      737-9716

**POWER TOOLS**

J. G. Roy Lumber Co.  
 861 Meadow St., Chicopee .....594-4731  
 (See our ad under Lumber)

**REAL ESTATE**

Charles W. Bray Real Estate & Insurance Agency  
 71 Main St., Chicopee Falls .....598-8304  
 Bradford R. Collins, Realtors  
 1751 Westover Rd., Chicopee Falls .....593-9956  
 (See our ad on Base Map)



**Sales  
 Rentals**

40 High St.                      Granby                      467-7491

E. D. Johnson Co. — Realtor & Insuror  
 718 Sumner Ave., Springfield .....736-7294

**RENTALS**

**L & L REALTY**

**SALES**

"SMALL ENOUGH TO KNOW YOU —  
 LARGE ENOUGH TO SERVE YOU"  
 Alice La Gier • Dorothy Lane

115 STATE ST.                      SPRINGFIELD                      733-1051

Don Shaw Agency, Realtors  
 Main St. ("Across from Common")  
 Belchertown .....323-7465—323-7833  
 John H. Woods Company  
 1682 Memorial Dr., Fairview, Chicopee .....536-6808

**RECREATION**

Mountain Park Amusements  
 Rt. 5, Holyoke .....532-4418  
 (See our ad under Amusement Parks)

**RESTAURANTS**

Jack August's Seafood Restaurant  
 5 Bridge St., Rt. 9, Northampton .....584-1197  
 (See our ad this Classification)  
 Dante's Inferno — Steaks at their Best  
 1068 Riverdale St., Rt. 5, W. Springfield .....STeaks 1-0234  
 (See our ad on Base Map)  
 Jaycox Restaurant  
 456 Sumner Ave., Springfield .....736-8521  
 (See our ad this Classification)  
 Yankee Pedlar Inn  
 Junction U.S. Rt. 5 & 202, Holyoke .....532-9494  
 (See our ad this Classification)

**RUG CLEANING**

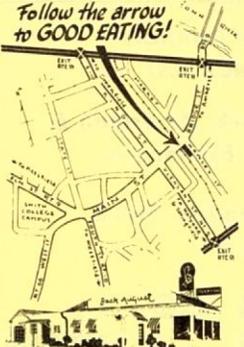
Rugcraft  
 710 Berkshire Ave., Springfield .....781-1600  
 (See our ad this Classification)

**Brooks  
 Photograph, Inc.**  
**734-2316**  
 Send Her Your Portrait Now  
 Color Photography Our Specialty



WEDDINGS, CHILDREN, FAMILY GROUPS  
 1562 Main St.                      Springfield, Mass.

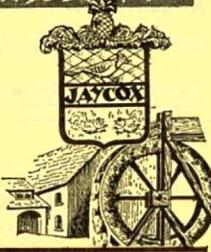
Follow the arrow  
 to GOOD EATING!



"Fine Fish for Fine Folks"  
 Served Exclusively Since 1935  
**Jack August's**  
**HOUSE OF SEAFOODS**  
 CORNER BRIDGE & HAWLEY ST.  
 IN NORTHAMPTON, MASSACHUSETTS  
**584-1197**  
 RESTAURANT HOURS  
 Sunday .....11 am-8 pm  
 Monday .....Closed All Day  
 Tues., Wed., Thurs. ....11 am-7:30 pm  
 Friday & Saturday .....11 am-8:30pm

**JAYCOX**                      GRISTMILL BAR & LOUNGE  
**RESTAURANT**

**SUPERB GOURMET MENU**  
 Steak for Two, Lobster or a complete Shore  
 Dinner . . . plus our delicious luncheon and  
 evening specials  
 Make a reservation now for our famous  
 broiled ALASKA KING CRAB LEG dinner.  
 All meals available in special "take home"  
 packaging . . . Catering to Weddings, Parties  
 and Banquets                      • CLOSED SUNDAYS



**736-8521**  
 456 Sumner Ave., Springfield, Mass., at the "X" Rte. 21

**Famous New  
 England Inn.**  
 Traditional Early  
 American Food,  
 Drink and  
 Lodging  
 Country Store



**YANKEE PEDLAR INN**  
 Open Every Day                      Phone JEFFerson 2-9494  
 8 a.m. to midnight                      HOLYOKE, MASS.  
 At the junction of U. S. Routes 202 and 5

When You Want The Finest  
**RUG & UPHOLSTERY CLEANING, Call**



**Rugcraft**  
**20% Cash & Carry**  
 Authorized Bigelow-Sanford "Karpet Kare" Cleaner  
 for Wall-to-Wall Carpeting  
 710 Berkshire Avenue                      Springfield, Mass.                      781-1600

## Complete Investment Services

The speed of our direct wires to New York often assure you of the best available market price. We specialize in making markets in over-the-counter securities. Our service to all investors large or small, is fast, efficient and conscientious.

STOCKS — BONDS — MUTUAL FUNDS

For Fast, Accurate Quotes on All Securities, Call Us

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INVESTMENTS

1421 Main St. Springfield, Mass. Tel. 413-733-5191  
In New York, Call 212-349-3013



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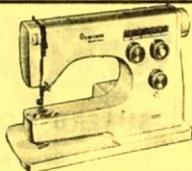
**ESTABROOK & CO.**

1387 Main Springfield 737-5328

### Viking Sewing Center

- Repairs—All Makes & Models
- Sales — Service — Rentals

13 Locust St. Springfield 732-2418



### SERVICE STATIONS, Cont'd

R & R Car Reconditioning Center  
1107 Columbus Ave., Springfield -----781-1090  
(See our ad under Automobile Reconditioning)

### SEWING INSTRUCTIONS

Viking Sewing Center  
13 Locust St., Springfield -----732-2418  
(See our ad under Sewing Machines)

### SEWING MACHINES

Viking Sewing Center  
13 Locust St., Springfield -----732-2418  
(See our ad this Classification)

### SHOE REPAIRING

## MORNEAU'S SHOE REPAIR

WE REPAIR—Shoes  
Handbags  
Luggage  
Zippers

SHOES DYED  
Scissors, Pinking Shears  
& Knives Sharpened

*If In Doubt — Call Us"*

600 DWIGHT ST. HOLYOKE 533-2312

### RUGS

## American RUG

The Largest Carpet Specialty Shop  
in Western Mass. OFFERS . . .

The Most Comprehensive Selection of  
Famous Name Rugs and Carpets

Cleaning — Repairs — Binding — Seaming — Serging

1594 Dwight St. Holyoke, Mass. 533-3000

### SCHOOLS—ART

Mansion House Art Center  
188 Sumner Ave., Springfield -----739-5658  
(See our ad under Art Schools)

### SCHOOLS—BUSINESS

Holyoke Business School  
247 Cabot, Holyoke -----532-3938

### SEAFOODS

Jack August's Seafood Restaurant  
5 Bridge St., Rt. 9, Northampton -----584-1197  
(See our ad under Restaurants)

### SERVICE STATIONS

## COLLEGE ATLANTIC SERVICE STATION

1025 STATE ST.—NEXT TO A.I.C. TEL. 736-9348

- REPAIRING
- TOWING
- ROAD SERVICE

Road  
Service



Automotive  
Repairing

**Dave's Amoco**

115 WALNUT ST. SPRINGFIELD, MASS.

Cooper Tires  
736-9858

Snow Plowing

Atlas Tires

Open 6 a.m. to 10 p.m.

### SHOES

Petluck's  
1363 Liberty St., Springfield Plaza, Springfield -----736-4504

### SOCIAL SERVICES

Chicopee Community Chest, Inc. (Serving Westover)  
129 Church St., Chicopee -----594-4577—592-3189  
Pioneer Valley United Fund, Inc.  
184 Mill St., Springfield -----737-2691

### SPORTING GOODS

Meadows — Swim-A-Rama  
South End Bridge, Agawam -----733-7807  
1131 Boston Rd., Springfield -----783-2151  
(See our ad Outside Back Cover)

### STAMPS—RUBBER

**SPENCER  
STAMP  
SERVICE**

Call 781-1021

RUBBER STAMPS — PADS — INKS  
STENCILS — LAUNDRY MARKING KITS  
SIGNATURE STAMPS  
DATERS & NUMBERERS

88-C Industry Ave., P.O. Box 2004

INCORPORATED In Graphic Arts Center—Springfield, Mass. 01104

### STEAK HOUSES

Dante's Inferno — Steaks at their Best  
1068 Riverdale St., Rt. 5, W. Springfield -----Steaks 1-0234  
(See our ad on Base Map)

### STOCKS AND BONDS

Estabrook & Co.  
1387 Main St., Springfield -----737-5328  
(See our ad this Classification)  
Louis B. Meadows & Co.  
1421 Main St., Springfield -----733-5191  
(See our ad this Classification)  
Paine, Webber, Jackson & Curtis  
1387 Main St., Springfield -----736-3671  
(See our ad under Investments)

RENT A TRUCK —  
By Day, Week, Month  
Or Long-Term Lease

**AFFILIATED WITH**  
  
NATIONAL TRUCK  
LEASING SYSTEM

**TRUCK LEASING**  
*Service, Inc.*

Move Yourself  
\$\$ SAVE \$\$

PITTSFIELD .....	448-8320
WORCESTER .....	753-5888
SPRINGFIELD, 93 WEST BROAD ST. ....	733-6656
HOLYOKE .....	533-8077
GREENFIELD .....	773-8643

**SPRINGFIELD TIRE & BRAKE CO., INC.**  
"Your Goodyear Tire Distributor"

- WHEEL ALIGNMENT
- SHOCKS
- BRAKES
- MUFFLERS
- DELCO BATTERIES
- GOODYEAR BATTERIES



— SHOW YOUR I.D. CARD FOR YOUR SERVICE PERSONNEL DISCOUNT —

**EASY CREDIT TERMS** TEL. 737-1421  
218 Memorial Ave. (Across from Sears) W. Springfield  
435 Dwight St. Springfield 732-5158

**CHICOPEE MUNICIPAL LIGHTING PLANT**  
*Electrical Heat, Light & Power*  
*Serving Westover*

**725 Front Street Chicopee, Mass. 598-8311**

**APACHE**  
CAMPING TRAILERS

THE MOST COMPLETE TRAILER CENTER  
IN WESTERN MASSACHUSETTS!!

**GOTTA'S TRAILER CENTER** 

1872 Boston Rd., Rte. U.S. 20) 783-6111  
North Wilbraham, Mass.

**SURGICAL SUPPLIES**

  
**POMEROY - WILLIAMS CO.**

SURGICAL & ORTHOPEDIC APPLIANCES

- BELTS
- STOCKINGS
- BRACES
- CORSETS
- TRUSSES
- ETC.

120 MAPLE ST. SPRINGFIELD (01103) 733-3217

**VACUUM CLEANERS**

Chicopee Appliance Sales and Service  
28 Broadway, Chicopee Falls 592-4950

**SWIMMING POOLS**

Meadows — Swim-A-Rama  
South End Bridge, Agawam 733-7807  
1131 Boston Rd., Springfield 783-2151  
(See our ad Outside Back Cover)

**KIRBY CO. OF HOLYOKE**

 DIRECT AUTHORIZED DEALER FOR  
WESTOVER — HOLYOKE — CHICOPEE  
AND AREA

Sales & Service  
64 HAMPSHIRE ST. HOLYOKE 536-7596

**TAPE RECORDER SERVICES**

Springfield Audio & Electronics, Inc.  
755 Worthington St., Springfield 736-7209

  "80"

The Only Authorized Distributor for the Kirby and  
Original Kirby Parts in Hampden County

**JANITRONIC INDUSTRIAL CLEANERS**  
"OUR NEW LOCATION"

550 SUMNER AVE.—AT THE X SPRINGFIELD 781-6050

**TAXI**

Chicopee Taxi, Inc.  
256 1/2 Exchange St., Chicopee 594-6688  
Dusty's Taxi Service  
68 Worthington St., Springfield RE 6-7737

**VETERINARIANS**

Holyoke Animal Hospital  
320 E. Hampton Rd., Rt. 141, Holyoke 538-8700  
Palmer's Kennels  
141 Porter Rd., E. Longmeadow 413-525-3532  
(See our ad under Kennels)

**TIRES**

Springfield Tire & Brake Store, Inc.  
218 Memorial Dr., W. Springfield 737-1421  
435 Dwight St., Springfield 732-5158  
(See our ad this Classification)

**WASHING MACHINES**

R. D. Shipman Plumbing, Heating & Appliances  
Goffe St. & Rt. 9 & 47, Hadley 584-3755  
(See our ad Inside Back Cover)

**TOWING SERVICES**

Geno's Auto Service, Inc.  
Cor. Memorial Dr. & Sheridan St.,  
Chicopee Falls 592-2200—592-5181  
(See our ad under Automobile Body Shops)

**WALLPAPER**

S. Marks & Co., Inc.  
95 Maple St., Holyoke 534-4569  
(See our ad under Paints)

**TRAILER PARKS**

Scott's Valley View Trailer Park  
Close to Base, Schools & Shopping Center  
Office Hours: 1:00 P.M. to 5:00 P.M. Every Day  
482 Holyoke St., Ludlow 583-2405

**WEDDING PHOTOGRAPHS**

Brooks Photography, Inc.  
1562 Main St., Springfield 734-2316  
(See our ad under Photographers)

**TRAILER SALES—MOBILE HOMES**

Gill Mobile Home Sales  
1760 Westover Rd., Outside Industry Gate 593-5581  
(See our ad Inside Back Cover)

**WIGS**

Beauty Mart, The  
1692 Memorial Dr., Fairview 534-0870  
(See our ad under Beauty Salons)

La Tresse Stylists  
243 Maple St., Holyoke 539-9286—533-8707  
246 Montcalm, Fairview 533-6170  
(See our ad under Beauty Salons)

**TRAILERS—TRAVEL AND CAMPING**

Gotta's Trailer Center  
1872 Boston St., Rt. 20, N. Wilbraham 783-6111  
(See our ad this Classification)

**WIGS AND HAIR PIECES**

Nabhan's of Springfield, Inc.  
438 Dickinson St., Springfield 733-6613  
(See our ad under Beauty Supplies & Equipment)

**TRUCK RENTALS**

Truck Leasing Service, Inc.  
93 W. Broad St., Springfield 733-6656  
(See our ad this Classification)

**WOMEN'S APPAREL**

The Clothes Horse of Easthampton  
53 Union St., Easthampton 527-1633  
Petluck's  
1363 Liberty St., Springfield Plaza, Springfield 736-4504

**UTILITIES**

Chicopee Municipal Lighting Plant  
725 Front St., Chicopee 598-8311  
(See our ad this Classification )





# GILL MOBILE HOMES

SALES • SERVICE

RENTALS • LEASE WITH OPTION  
TO BUY • 100% FINANCING

Let Us Help You Find A Home  
Your "Off Base" Housing Locator  
OUTSIDE INDUSTRY GATE

1760 WESTOVER RD.

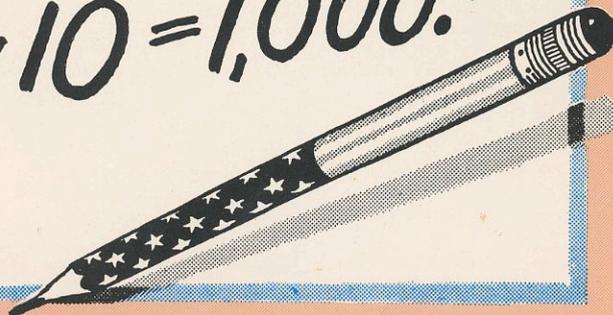
CHICOPEE, MASS.

593-5581

$$18.75 \times 10 = 250.00$$

$$37.50 \times 10 = 500.00$$

$$75.00 \times 10 = 1,000.00$$



Buy  
U.S.  
Savings  
Bonds

Modern math—Savings Bond Style



New Elegance for  
Your Kitchen

# R. D. SHIPMAN

PLUMBING — HEATING  
&  
APPLIANCES

MASTER PLUMBERS REG. #5829



Make Laundry Days  
More Leisurely

8 GOFFE STREET (RTE 9)

HADLEY 01035

584-3755



The most convenient savings bank in town for

**SAVINGS ACCOUNTS • PERSONAL LOANS  
HOME MORTGAGE AND REPAIR LOANS**

**5 CONVENIENT LOCATIONS**

MAIN OFFICE / CORNER MAIN AND APPLETON STS. HOLYOKE  
CHICOPEE, / 91 MAIN ST., CHICOPEE FALLS  
FAIRVIEW, / 1577 MEMORIAL DRIVE  
HOLYOKE, / 1640 NORTHAMPTON ST.  
SO. HADLEY, / 40 BRIDGE ST., S.H.FALLS

## SWIMMING POOLS



**EASY BUDGET TERMS AVAILABLE**  
COMPLETE LINE OF SWIMMING POOL EQUIPMENT & SUPPLIES

## MEADOWS SWIM - A - RAMA

South End Bridge, Agawam  
1131 Boston Rd., Springfield

733-7807  
783-2151

## HAMPDEN DODGE, INC.



"New England's Largest  
Dodge Dealer"

DART - CORONET - POLARA  
TRUCKS - MONACO

SALES - SERVICE - PARTS

LEASING

RENTALS



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