

\&llaurhpater Furniuy 理rali
$2=$ Hundreds Saved in North Sea Ship Crash;
Woman, Child Trapped 5 Hours in Vessel

| U. S., Allies Confer Lodge Ups |
| :--- |
| On Laos Invasion |
| Fund Lon | On Laos Invasion For Budget


Everyone
mexism


## Prizes

Clothing Department
 Furnishings

Shoe Department






3114

Nothing Will Be Sold Wed. Evening

| SALE PRICES WIL BE ANNOUNCED IN |
| :---: |
| WEDNESAYYS |

C.E.HOUSE\&SON
C.E.

Atom Carri
Plane Proje




\$19.95
Direct - Factory
To You
Paramount Engineering Co T1) OAA smen - Manchenstiz
 AL MAP COMBINATION ALUMINUM WINDOWS Some Of The Features - weloed pame - Stel sionime unirs - cam Locks - screens top or botiom - Picture frame extensín - Heht hting units
STMATES CHERRULIY GVEN call
PARAMOUNT ENGINEERING CO. 41 Oak steett


OPEN EVENINGS UNTIL $9: 30^{\circ}$
White Lightning!

OWERS FOR MOTHER'S DAY CORSAGES, CUT FLLOWERS,

HOLDEN'S


OPEN EVENINGS UNTIL $9: 30$
SATURDAYS UNTIL 5 P. M.

## $\frac{\text { PAcE gix }}{\text { Andoerer }}$



## Vacation School Director Nan <br>  <br> $x^{2}=2=5$











MARLOW'S


## 

With a Beautiful Permanent
"CLLAMOUR CIRL"
With a Beautiful Permanent




RANGE and FUEL OIL 24 Hour Delivery Service

Section wwo $^{\text {and }}$ $\qquad$

no article is so inniversaliy AMERICAN BOSTON ROCKER

 MARLOW MARLOW'S

$\frac{\text { Botion }}{\text { Mrs. Ralph Q. Broll Named }}$


FOR TODAY' NEW IDEAS
IN FOOD KEEPING
GYC CIICITIC FiNCDATBI


JOHNSON BROTHERS
1033 man st.



nglish Bone China CUPS AND SAUCERS - $\$ 1.98$ N IDEGAL GIFT FOR MOTHER DeCor ted china lamps beal buyat $\$ 10.98$
MILK GLASS TABLE LAMPS


or lighting, comblination of rod oding light AIIP BUY OF THE MONTH $\$ 4.98$ conpere


Pag twenty.





Stan Musial Most Beautiful Swinger in the Major Leagues TV, Bad Weather or-Both? Major League Attendance 24 Per Cent Under 1952 Nown wor


West Coast Hotshot
Gallardo Faces Riley


Mantle Most Powerful Claims Golfing Great


Pitching Highlight of High
Season, Play Hall at Nebo An
$\qquad$


## STORE RETALL SLLESMMNT






1952 DoSOTO FIREDOME 4-DOO 1950 Chrysler royal glue coupt 1949 DeSOTO CUSTOM 4-DOOR 1949 Dosoto carryall
1999 CHEVROLET 4 DOO 1997 CHEVROLET $2 \cdot$ DOOR 1946 FORD 4-DOOR
ROY MOTORS, Inc.

FIVE SENSE CARS




Scotso INSURES EXTRA
 LAWN BEAUTY
Trip gecoun he lown wilh TUuF Bulloer

 Soma lainn seld

 Soath "Sptcial" soed Cowis toil to it oxta sood tor 1 pood boil or poor.
 5-7 seoding, weeding of $\$ 7.35$ ond $\$ 12.50$. BLISH HARDWARE CO.

793 MAIN STREET
It's Regal For


MJNTS SEOPS . 907 MAIN ST. - WELDON BUILDING

FORMAL WEAR FOR HIRE

## Gifts <br> ON HER DAY! 14

Nan Buntly Suits


FOR MISSES! FOR JUNIORS! FOR WOMEN!



for Mother

$\$ 2.98$ to $\$ 7.95{ }_{\substack{\text { mive } \\ \text { TAX }}}$

## Gift Billfolds


$\$ 1.00-\$ 1.98-\$ 5.00$ each


Style 4369

 55.98

OTHER BLOUSES


Gift Gloves for Mother
 $\$ 1.00$ to $\$ 3: 50$ pair

Slips and Gowns
Silect one of the many atyles of nyton trieot alipe or
Enwns Your chinice of liace trim or tailored models. Sizes ,owns irr pastel shades ...... $\$ 6.95$ to $\$ 10.95$ Slips. White, black, pink ....... $\$ 5.95$ to $\$ 8.95$

Mother would just love Luxite, Rayon Gowns izes 34 to 40 $\$ 2.95$ to $\$ 3.95$
$\$ 3.50$ to $\$ 4.50$


OW. Green Stamps Given With Cash Sales
The J.M.HALE ©

# C. E. HOUSE and SON, Inc. 

## Observe Their

Charles E. House 1854 to 1933

Herbert B. House
ANNIVERSARY 1853-1953

Edwin M. House 1817 to 1885



MANCHESTER EyENing herald, manchester, conn. WED.; MAY 6


Fine Furnishings and Clothing For Men




TOPCOATS and OVERCOATS
 cossormath Over ciants co. SPORT COATS
 OUTER COATS and JACKETS RUBY KNITTING MLLLS
LKKELND MFO, co.
 RAINCOATS
 DRESS and SPORT TROUSERS MINOCHAHTPANTSERCD

WORK PANTS and SHIRTS

DRESS and LOUNGING ROBES CHARLES ROBN, M Inc
ROTAL ROBES, Inc

MENS LUGGAGE CAPENAY LUGGAGE CO.
WRREL
BELTS, SUSPENDERG, CARTERS OTHANEER SUspininer do UMRRELLAS and CANES tLLS UMRELLAA
JEWELRY
 OVERALLS, DUNGAREES SHOP COATS, APRONS
H. w. CARTER and sons

NECKWEAR

 WALLETS and-KEY RETAINERS SWEÁTERS

WHITE and FANCY DRESS SHIRTS
 KNIT' and PLAIN POLO SHIRTS
 HOSIERY, COTTON and RAYON HoLERROOFOEQ GORDN, REACON
'NYLON and DACRON HOSIERY COTTON SHIRTS COTTON SHIRTS
and SHORTS, BRIEFS TEE SHIRTS TEE SHIRTS NYLON SHIRTS and SHORTS SPORT SHIRTS, SHORT and LONG SLEEVES Row, viN HEUSEN REES TRU VAL, AETNA CAPS
 HATS. FFLTS and STRAWGS HANDKERCHIEFS sese, kn GLOVES
stadum Morkel
 UNION SUITS. LONG and SHORT SLEEVES
 SWEAT SHIRTS
GORDON and AKOM BROWNS BEACH JACKETS

PAGE 4
Household Hints

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anazan
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2-man

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HOUSE'S MODERN SHOE DEPT.


Store Is Remodeled
For Gala 'Birthday'


CONGRATULATIONS TO C. E. HOUSE \& SON, INC. ON THER I IOCh ANNVERSAR
O. K. TROUSER MFG. CO, INC.









Robert Reis \& Co. UNDERWEAR - PAJAMAS - SPORTSWEAR

CONGRATULATIONS TO C. E. HOUSE \& SON, INC ON THEIR 100th ANNIVERSARY


YOU WILL FINDALLTHESE WELL KNOWN BRANDS IN HOUSES BOYS' SHOP SUITS, SPORT COATS, TOP COATS "CHIPS"-WM. SCHWARTZ $\&$ CO INC. MPERRAL"-MMPERIAL CLOTHING CO.
TROUSERS AND SLACKS
 BELTS AND SUSPENDERS "GOTHAM"-GOTHAM BELT \& SUSPENDER CO

SWEATERS AND VESTS
"ALPS" DRESS SHIRTS, POLO AND

SPORT SHIRTS


"CHIPSS"- AMM. SCHWARTZ \& CO.. INC.
PAJAMAS
 "SUEDEKNITSKFT-P. HALHANES KNITTING CO.

UNDERWEAR


## OUTER JACKETS

"CHIPS"-WM. SCHWARTZ \& CO. INC
"AKEAD"-HAKELAND MFG. CO.
ROBES
"KINGSTONROBE"-KINGSTON ROBE CO.,INC.

- RAINWEAR "RODNEY"- MANSBROOKE RINWEAR, INC. "FROG BRANO"-H. M. SAWYER \& SON CO.


## NECKWEAR

"COPLAN"-E. COPLAN \& SON
GLOVES AND MITTENS

- PRINCEEEX-S. D. PRINCECO

HATS AND CAPS
FARNUM HALL"- NEW HAVEN HA 8 CAP CO "STERN" "STERADE"-LEEVINE \& SMITH

HOSIERY
"GEM"-GUS EDELSTEN \& bro inc. "MORDON"-BROWNDURELLY CO.

## DUNGAREES


FOOTWEAR
"KALISTEN.IKS" - GLLEERT SHOE CO
 "SLINDAL" SUNDIAL SHOE CO. "GREE MOUNTAIN" DUNHAM BROS. INC
 "BALL BAND" $=$ MASHAWAKA A MBBERR WOOLEN "BOY SCOUANHFACSURNGE COO SHOE SO official boy scoit liniforms and equipment NATIONAL SUPPLY SERVICE,

## C.E.HOUSESSON <br> WE GIVE NW GEEN STAMPS

Civic Heads Praise
Local Clothing Firm
Congratulations
то
C. E. House \& Son, Inc.

On Their
100th Anniversary

The L. T. Wood Co.
ICE-FUEL OIL
FROZEN FOOD LOCKER PLANT

Congratulations On Your
100th ANNIVERSARY
C. E. House \& Son, Inc.

And Best Wishes For
Your Continued Success

Congratulations
To
C.E.House \& Son, Inc. ок тин 100th ANNIVERSARY OF THEIR BUSINESS

GLENNEY'S clothiers 799 MAIN STREET

BEST WISHES TO
C.E.House \& Son, Inc. ON THEIR

100th ANNIVERSARY
C.R.BURR \& CO.

NURSERIES

CONGRATULATIONS TO
C. E. House \& Son, Inc.

ON THEIR
100th ANNIVERSARY
Quinn's
Quinns
Sy y

## Congratulations

To Our Neighbor:

## C.E.HOUSEKSON

ON THEIR
100th Anniversary

FROM

## The J.WHALEco.

MANCHESTER'S OLDEST AND LEADING DEPARTMENT STORE

A SHOPPING CENTER FOR ALL
YOUR NEEDS INCLUDING FOOD

## Page 10

C. E. House, Civic Leader,
Viewed the Town's Growth


## CONGRATULATIONS TO

C. E. House \& Son, Inc. ON THEIR 100th ANNIVERSARY IN buSINESS

## PIONEER

the mark of a man
PIONEER SUSPENDER COMPANY braces © Garters - belts © Wallets o jewelry LEATH ACCESSORI
philadelphia, 'penn.


CONGRATULATIONS TO C. E. HOUSE \& SON, INC. ON THEIR 100th ANNIVERSARY VAISEY-BRISTOL SHOE CO., INC.


## C. E. HOUSE \& SON, Inc. 100th Anniversary Showing



## Tremen CONGRATULATIONS TO AN OLD NEIGHBOR



Watkins Brothers salutes you, C. E. House \& Son, on reaching the prime, young age of 100 years. We've got a few years to go but we've been friendly neighbors for 79 years. Guess that makes us Manchester's second oldest retailer. Four generations of Watkins have been your customers!
Retail stores come and go. We can recall numerous stores that were here five, or ten, years ago which no longer exist. For it takes year-in and year-out faithfulness to the shopping public to reach the exalted Century mark. It takes a store's devotion to serving its customers with the best merchandise obtainable at the fairest prices. It takes up-to-the minute storekeeping, too, with one eye always to the future. For it is such a policy that wins continuous good will, from generation to generation.

Such a store is our 100 year old neighbor, and we congratulate him on this long honorable record as a leading Manchester merchant.

## WATKINS BROTHERS Serving Manchester for 79 Years

## page 14

 MANEHESTER EVENING HERALD, MANCHESTER, CONN., WED., MAY 6Made Through Year Joint Building
Bring Alowe

$\qquad$
 $\pm 2=4$
 and
ON THEIR
100th
ANNIVERSARY

SOL W. KATZ CO., INC.
PHILADELPHIA, PENN.

CONGRATULATIONS TO
C. E. HOUSE \& SON, INC. ON THEIR 100th ANNIVERSARY

## IMPERIAL

 CLOTHING CO. GOYS' AND STUDENTS CLOTHESWOOL AND LEATHER SPORTSWEAR
61 harrison ave., boston, mass.

CONGRATULATIONS TO
C. E. House \& Son, Inc.

ON THEIR 100th ANNIVERSARY

## Gotham Belt

 \& Suspender Co.belts - suspenoders - garters HARTFORD, CONN.

MPORTED ELASTIC BELTS AND REVERSIBLE ELASTIC AN IDEAL BELT TO BLEND WITH SUMMER SLACKS

- -M


BOYS' SHIRTS, PAJAMAS AND SPORTSWEAR

MADE BY

## I. JABLOW \& Co., Inc.

SALUTE C E HOUSE \& SON, INC. ON THEIR 100th ANNIVERSARY

.... . . in February 1905, after 10 years of consideration, Manchester's first bank was opened for business. Until then local stores and factories had to depend on Hartford's banking facilities. At that time (1905) the firm of C.E.House \& Son had already been in business over a half century. A brief item such as this demonstrates how deep rooted the firm is in the business life of Manchester. Today we take our hats off to them upon reaching their 100th birthday. To have survived the panics, wars and depressions of a century is truily a mark of accomplishment and bears eloquent testimony to the high regard in which the firm of C. E. House as Son has been held over the years. We have always had a close and warm feeling not only for the firm and its employees but for the House family itself. Congratulations to them all! May they long continue in the honored spot in which the affection of Manchester and surrounding towns has placed them Moriarty Brothers


TO THE GRAND-D ADDY OF LOCAL RETAILERS

## C. E. HOUSE AND SON

on the occasion of their 100th ANNIVERSARY

FROM
MARLow's
A MERE YOUNGSTER OF
42. YEARS IN THE RETAIL BUSINESS

Manchester's Oldest Financial Institution SALUTES

Manchester's Oldest Mercantile Establishment
The 1000
ship to this sommunity
Throu
Growth of the Cenfury this progressive mercantile establishment has kept constant pace with the trends of a styleecter and other cities of far greater size-keenly alert at all timex to the ever-changing $F_{\text {or } 62 \text { of }}$
For 62 of these 100 years Manchester Savings and Loan Association has been clowely allied with C. E. House and Son in. relationship deeprooted in tradition, Manchester Savings and Loan Association oce
cupied space in C. E. House and Sons for 54 years.

```
We are proud indeed, to take this occavion to
ciate a friend, a neighbor and a business% asso-
```



## Savings © Coan

Manchester Savings \& Loan Association - 1007 Main St.




100 Years In Business Is Certainly A Record To Be Justly Proud Of

We Extend Our Congratulations To C. E. HOUSE \& SON, Inc.

Upon Attaining This Record!


MANCHESTER TRUST
Compariy
MAIN OFFICE, g23 MAIN ST.• NORTH BRANCH, 15 NO. MAIN ST.• TEL.MI 3.4171

Manchester evening herald, manchester, Conn., wed, May 6


Notable Associations Made Through Years come


c. E. HOUS
\& SON, INC.

Alongside Your Century of Service
We Are Mere
Youngsters
With Our
67. Years of

Tailoring Skill and Know-How

Our Entire Organization Joins In Bringing You Our Heartiest Anniversary Greetings

## $\%$



100 Years in Business
is a great reward!
we concratulate
C. E. House \& Son, Inc. uPON REACHNG THIS GOAL

## WE EXTEND OUR CONGRATULATIONS TO

C. E. House \& Son, Inc. UPON THEIR ATTAINMENT OF 100 YEARS Iy business
G. E. Willis \& Son, Inc.
over 100 years in continuous fuel business at no. 2 main street

Page 22
MANCHESTER EVENING HERALD, MANCHESTER, CONN., WED, MAY 6

We Extend Our Congratulations To
C. E. HOUSE \& SON, Inc.

On Reaching Their 100th Year In Business In Manchester

- NASHVILLE, TENNESSEE


Wear a COPLAN TIE and Look Your Best


You saw COPLAN ties in Esquire - the magazine for siffort men. And smart men know Coplan ties. They're netionally known-America's finest. Coplan nectwwear has no peers for suparior workman-ship-colorful patterns and smert styling. For over 50 years they have been dedicating them solves to stying neckwear for America's best dressed men. The latest creations in naw sporn
motifs-exquisite designs and shades in ever type of tie. Yes tie . . the best dressed men say tie ... the best dressod men say ... COPLAN
TIES". . Netionally known Americe's finest.

E. COPLAN SONS


CONGRATULATIONS TO C. E. HOUSE \& SON, INC., ON THEIR 100th ANNIVERSARY


Remember when the South End was South Manchester and business was concentrated in a few buildings at what now is the junction of Main Street, Hartford Road and South Main Street . . . When Cheney Brothers were still doing business in a plant back of where the Main Office is now . . When Main Street from the North End to the South End was barely passable in a horse and team and the road dipped clear down to the brook north of the Genter where the Gammons-Hoaglund plant is now... When the Union Mill, manufacturers of gingham, was the principal industry in the North End?
. . Later came the Hartford, Providence and Fishkill Railroad running through the North End to Willimantic and Cheney Brothers built a private branch line to their mills in the South End. That provided all transportafion to the South End except the horse and team until the advent of the electric trolley cars.
Edwin M. House started in business back in those days when business was done in a little group of buildings at the present junction of Main Street, Hartford Road and South Main Street. The business grew steadily and was carried on and expanded by his son, Charles E. House. Under the guidance of Herbert B. House it has become Manehester's largest men's and boys' store, dealing in a complete line of elothing and furnishings for men and boys and footwear for all the family.

## C. E. HOUSE \& SON, INC.



Vandenberg Quits,
Twining Is Named
Chief of Air Force
 Harwich, England, May 7-(AP)-Five persons lost their
liver in the North Sea collision that sliced the bow off the
British steamer Duke of York. Four bodies remained unidenti$\pm=\mathfrak{z}$ Oral School $=2=2=$ Stays Open: $=$ Exaw Gov. Lodge


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 Nutand


Lodge, Aides to Fight Anti-UN Talk in Nation


Reds Drop First Plans OnCaptives






Raiders Miss Objective In College Try




DeGaulle Scuttles Beaten RPF Party




 (Contimois the regeneration

## U. S. to Press Laos Issue Despite French Opposition



