



*WELCOME TO THE*  
**BOROUGH OF RIVERDALE**  
**100<sup>TH</sup> ANNIVERSARY**  
*CENTENNIAL GALA*  
*APRIL 1, 2023*



The Legacy Castle

***Mayor***

**Paul M. Carelli**

***Borough Council***

**Dave Desai**

**Michael Kheyfets**

**Matthew Oswald**

**Vincent Pellegrini**

**Paul Purcell**

**Steve Revis**



★ **Centennial Gala • April 1, 2023**

★ **Pathways of History • May 6, 2023**

Countywide Historic Site Open House Event  
Glenburn Estate, 211 Hamburg Turnpike, Riverdale NJ 07457

★ **Riverdale Street Fair • Sept. 4, 2023**

10:00 AM to 5:00 PM Along Newark-Pompton Turnpike

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5K, Concert and Centennial Fireworks

★ **Riverdale Centennial • Oct. 14, 2023**

Van Tour of Historic and Important Sites

***Centennial Committee:***

**Paul M. Carelli**

**Matthew Oswald**

**Paul Purcell**

**Jean Revis**

**James Regeling**

**Michael Carelli**

**June Carelli**

**Ruth Pasquariello**

**Therese McClachrie**

**Krista Osborne**

**Carolyn Masone**

**Mimette Hertzog**

**Mary Lou Schneider**

# THANK YOU TO OUR SPONSORS

## CENTENNIAL SPONSORS:



OF RIVERDALE



A CRH COMPANY



*Welcome to the*  
**BOROUGH of**  
**RIVERDALE**

**Est. 1923**

RD



IN HONOR  
OF RIVERDALE  
VETERANS



JOHN DALTON



JOHN WILLIAMS



EDWARD SEALES



HAROLD BARKER



JACK KIRKWOOD



EDWARD BLOCK



HAROLD GREIG

IT IS THE SOLDIER

IT IS THE SOLDIER, NOT THE REPORTER,  
WHO HAS GIVEN US FREEDOM OF THE PRESS.

IT IS THE SOLDIER, NOT THE POET,  
WHO HAS GIVEN US FREEDOM OF SPEECH.

IT IS THE SOLDIER, NOT THE LAWYER,  
WHO HAS GIVEN US THE RIGHT TO A FREE TRIAL.

IT IS THE SOLDIER, WHO SALUTES THE FLAG,  
WHO SERVES UNDER THE FLAG,  
AND WHOSE COFFIN IS DRAPED BY THE FLAG,  
WHO ALLOWS THE PROTESTER TO BURN THE FLAG.  
AUTHOR UNKNOWN



IT IS FOOLISH AND WRONG TO MOURN THE MEN WHO DIED,  
RATHER WE SHOULD THANK GOD THAT SUCH MEN LIVED.  
GENERAL GEORGE S. PATTON



DEDICATED TO  
THE VOLUNTEER  
FIREFIGHTERS OF  
RIVERDALE  
SEP 1914  
VALOR  
FIDELITY  
DUTY

RIVERDALE









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*Slater's Mill*

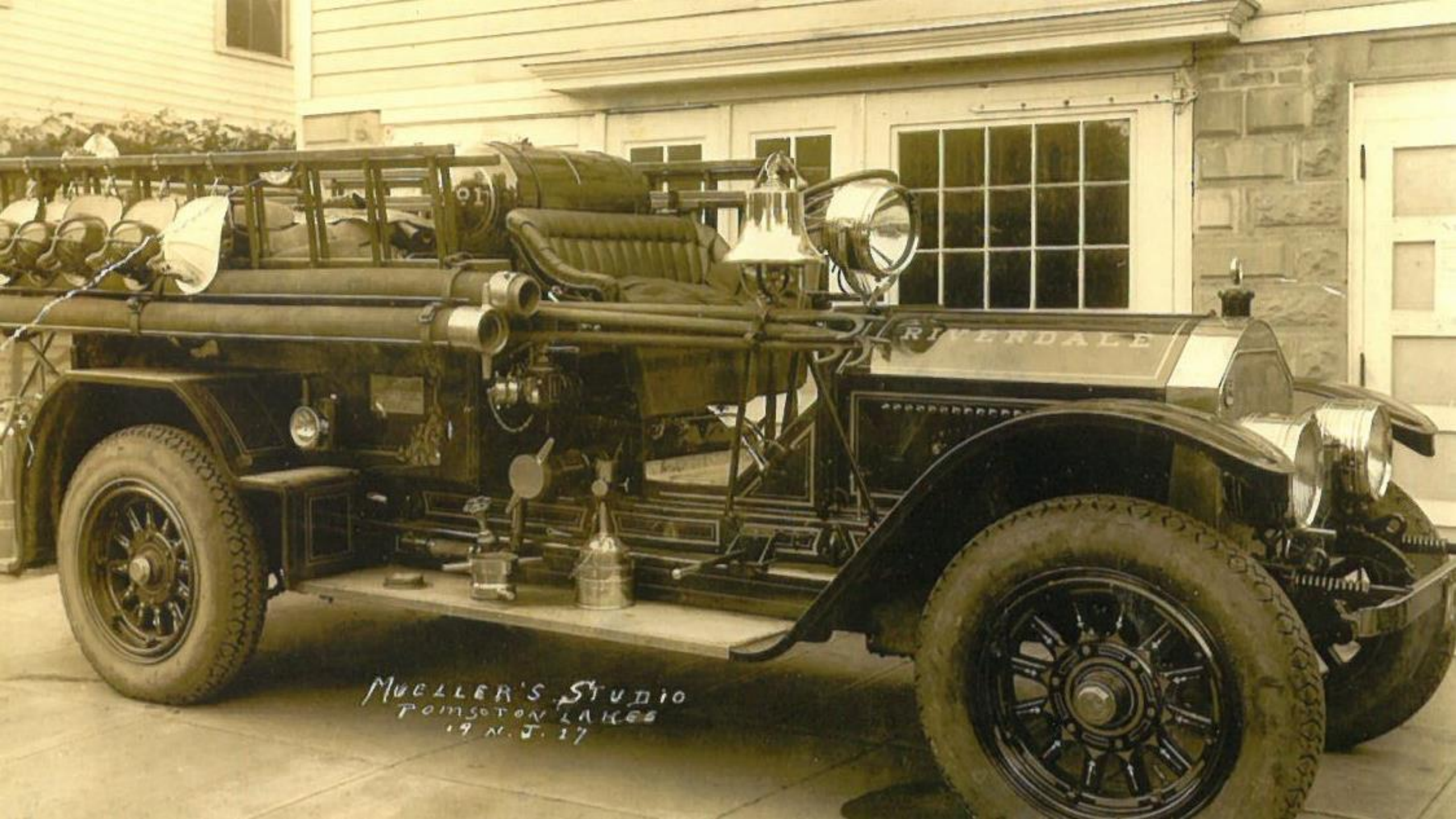






RIVERDALE MUNICIPAL BUILDING  
FIRE HEADQUARTERS





RIVERDALE

01

MUELLER'S STUDIO  
POMSON LAKES  
19 N. J. 17

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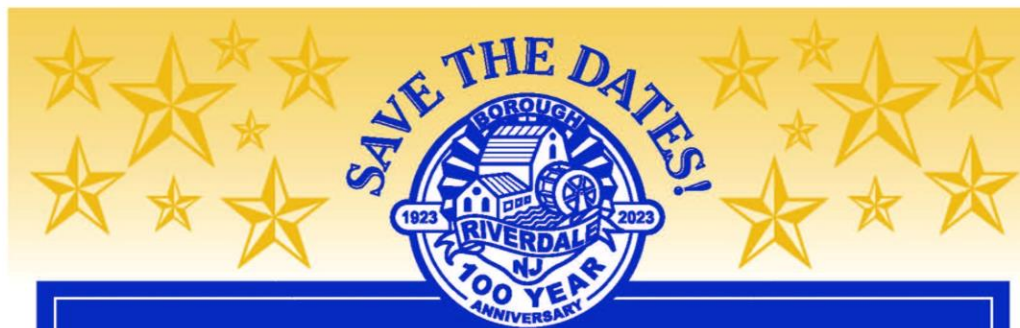


**BER  
PLASTICS**



**RICHARDS  
FUNERAL HOME**





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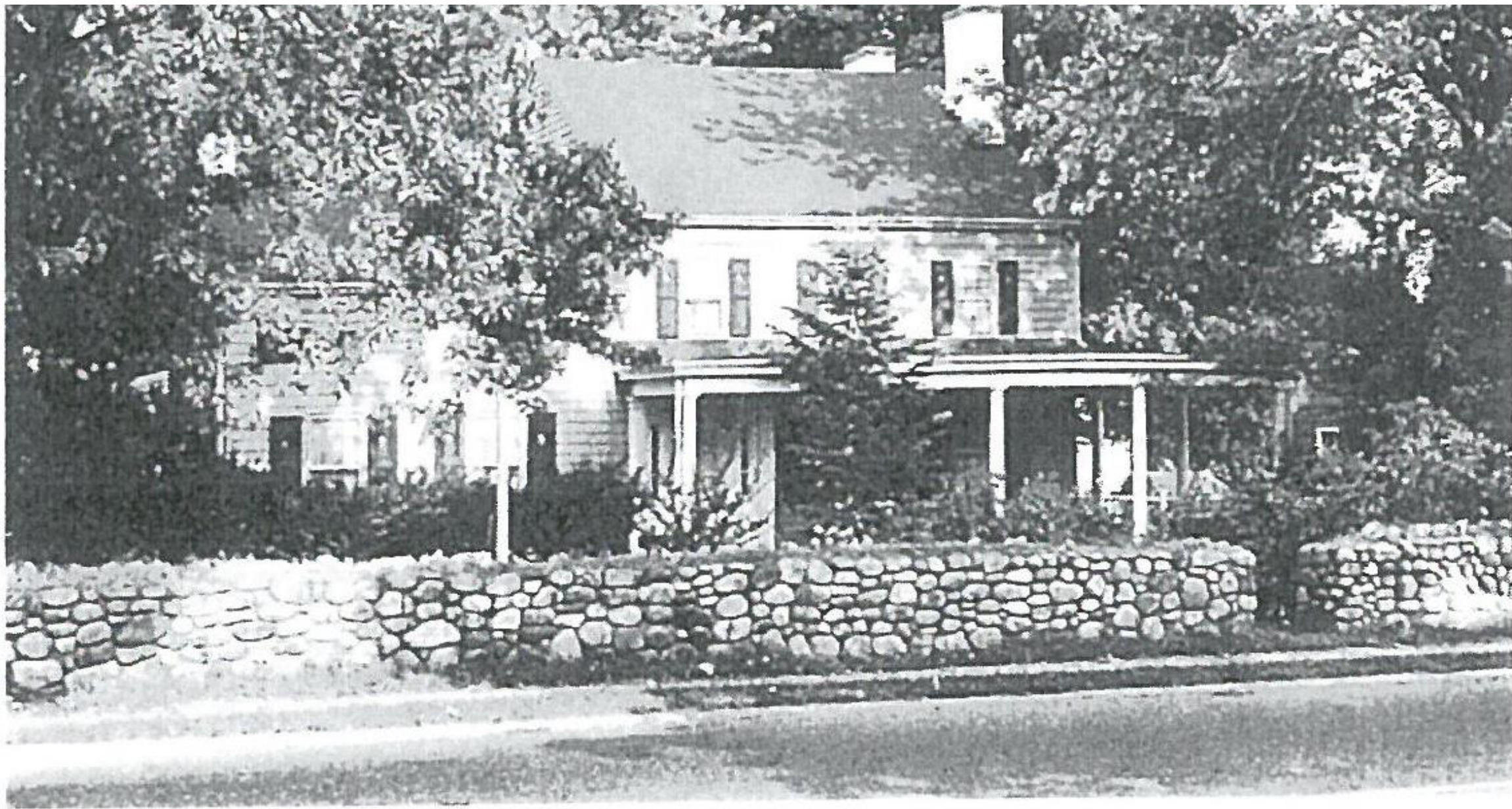
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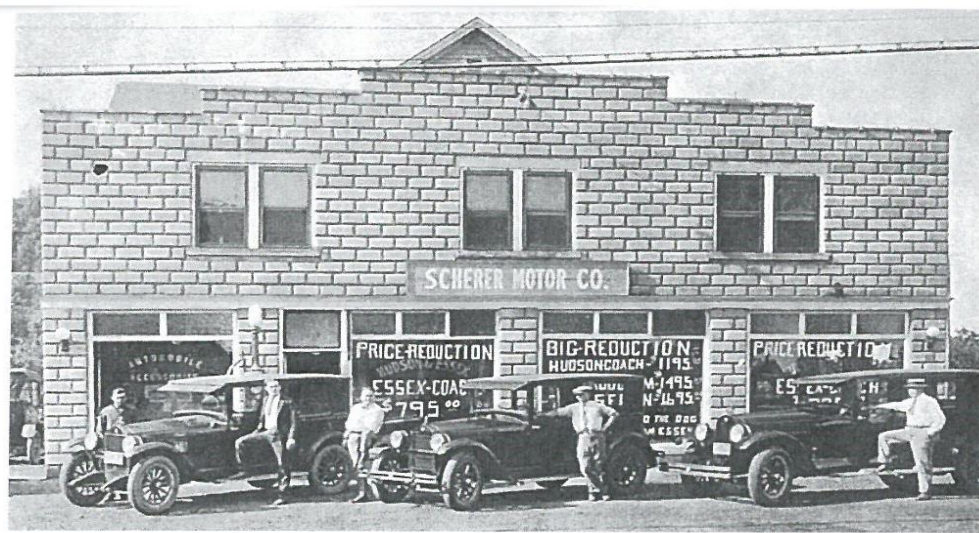
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**Van Tour of Historic and Important Sites**



Formerly the home of C. Howard (1868) - now Espie, 21 Newark Pompton Tpke.





Owner Emil L. Scherer with cap – Circa 1925  
72 Hamburg Tpke.

### SCHERER MOTOR COMPANY

This company was the original occupant of the building on the Hamburg Turnpike which subsequently housed Riverdale Rambler and, at present, Auto Trade Town.

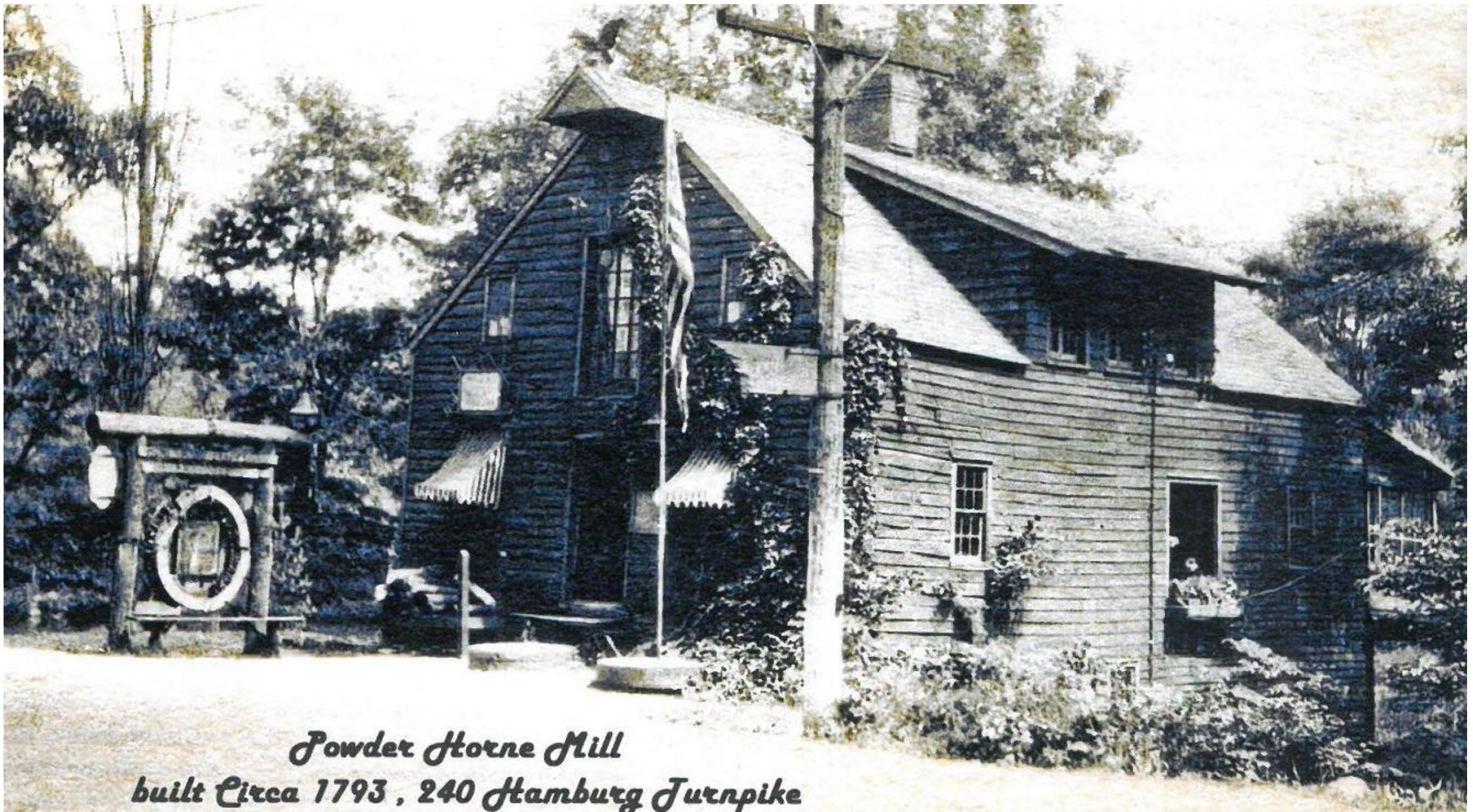
Emil L. Scherer came to America as a child with his German parents. His father, Leo, was a harness maker, but Emil was an adept mechanic. As a young man he became chauffeur for the Kluge family of New York City, original owners of Artistic Weaving in Pompton Lakes and for whom Klugetowne Shopping Center is named. There he met and married Marion Card of Riverdale, and together they bought an old barn from Otis Slater and turned it into the Scherer Motor Company, which opened for business on Labor Day, 1922.

The Scherers continued for 33 years, selling Essex and Hudson automobiles to thousands of satisfied customers until their retirement in 1955.

Courtesy of Mrs. Emil L. Scherer



Old Borough Hall and Firehouse Building



*Powder Horse Mill  
built Circa 1793 , 240 Hamburg Turnpike*



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Post Mercantile Co.,  
Riverdale, N.J.



MORRIS Co - OLD SCHOOL APR 17, 1931





**RIVERDALE FIRE**

30





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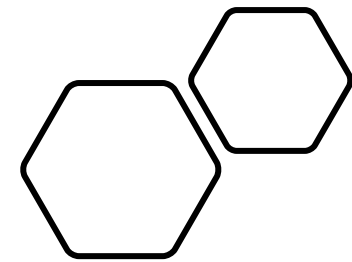












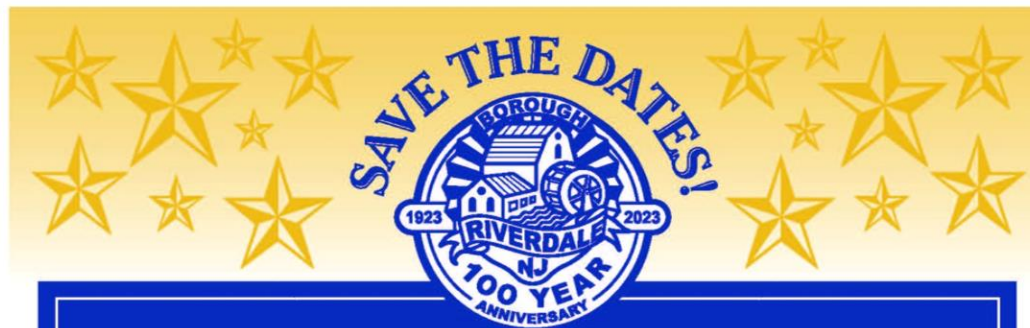
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**Van Tour of Historic and Important Sites**



# SUN TAN GROVE



PAPA JOE EZZO

Captain CO # 3

Final Alarm (LODD)

August 25, 1982

***An Adventure in Community Friendship***

***Picture Sponsored by the Riverdale Business Association***



# THANK YOU TO OUR SPONSORS

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**RICHARDS  
FUNERAL HOME**



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POMPTON VOLUNTEER FIRE DEPT.

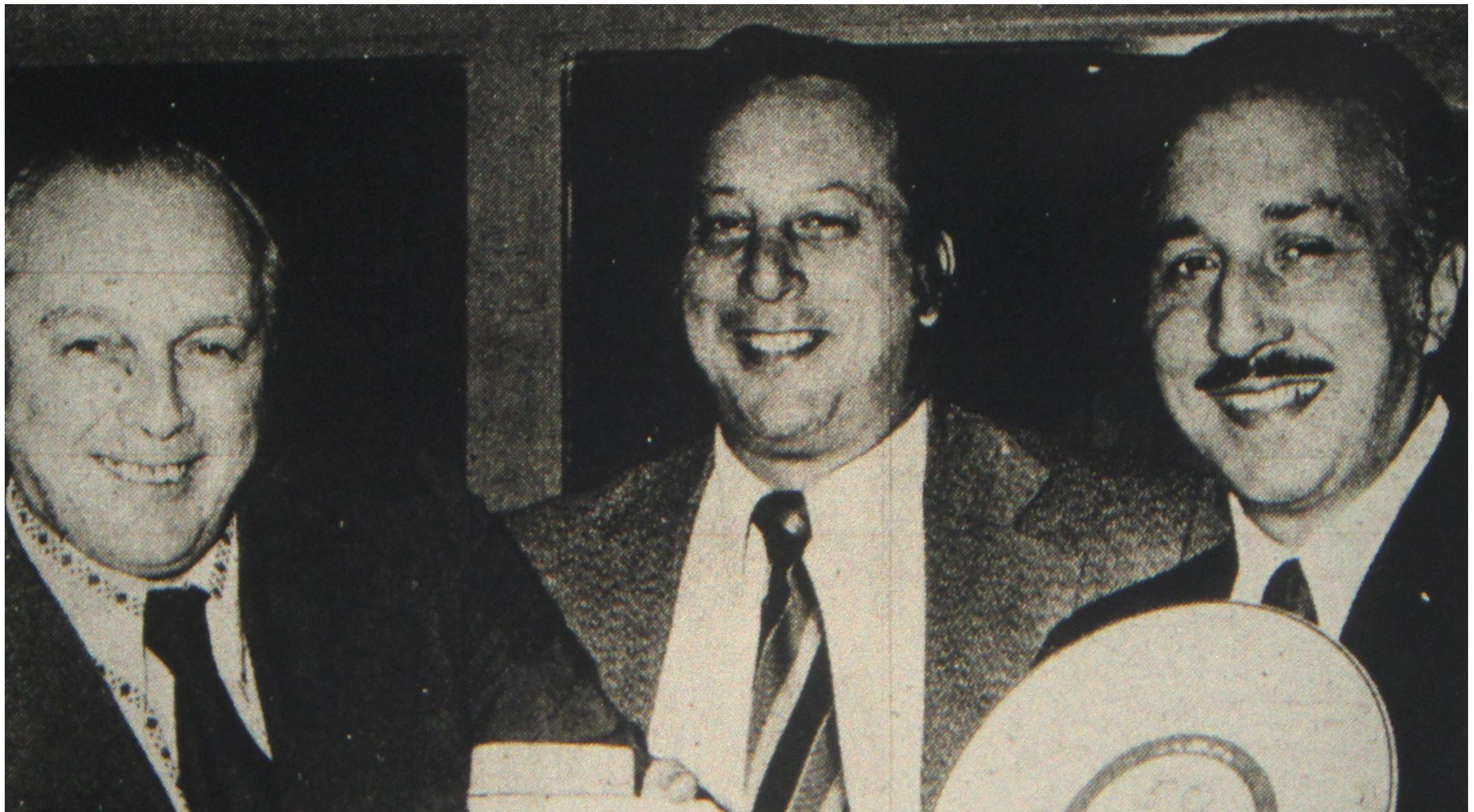
1907 50<sup>TH</sup> ANNIVERSARY 1957  
FAIR JULY 1<sup>ST</sup>. TO 6<sup>TH</sup>.

POLICE











PORTON FEED

&  
SUPPLY

BUILDING MATERIAL  
MFG. OF CONCRETE BLOCKS





RIVERDALE SCHOOL

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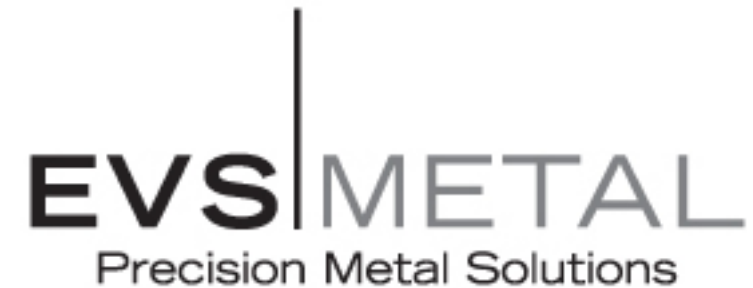
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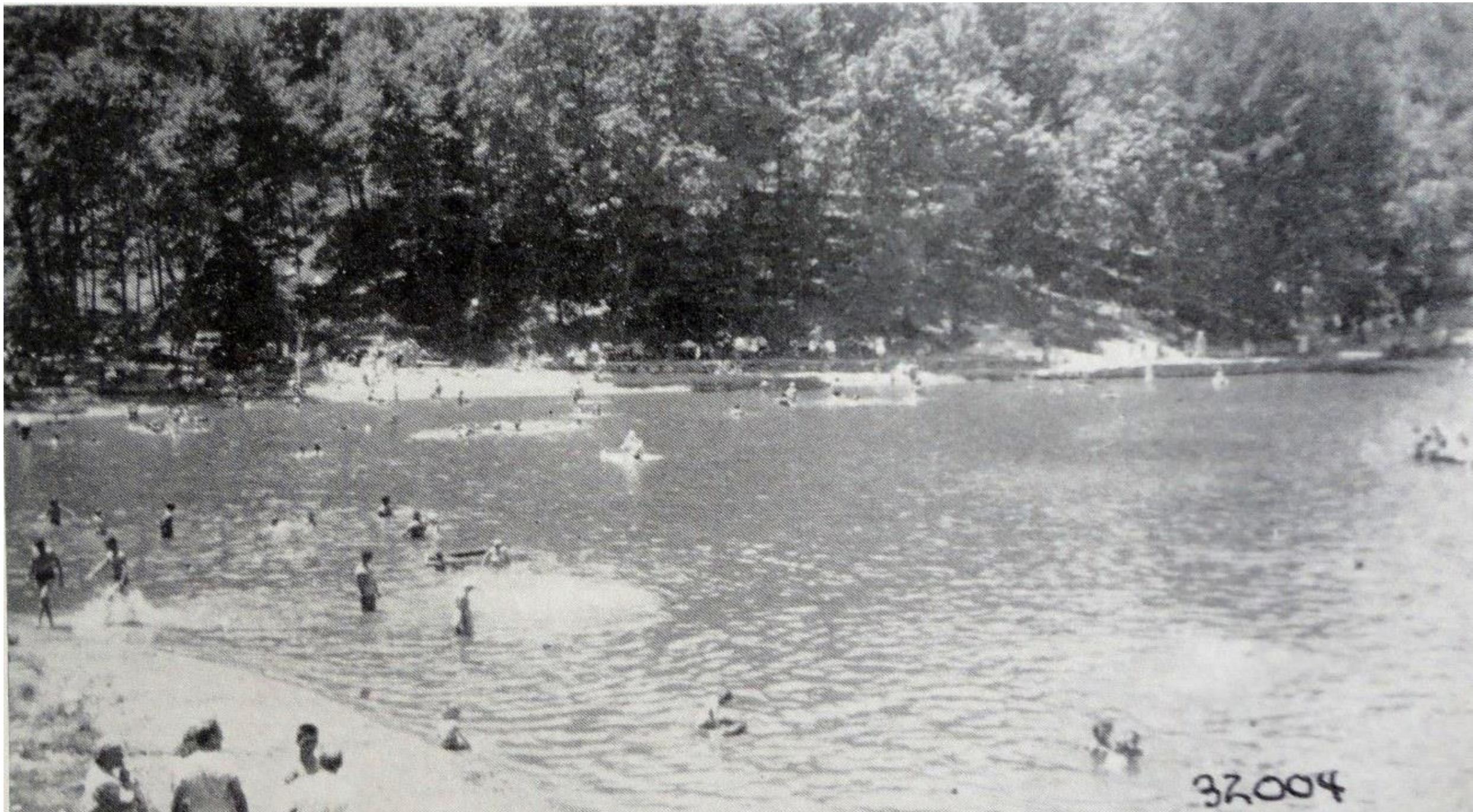


Cornerstone  
Chiropractic & Rehabilitation



**MURPHY**  
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32004





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Van Tour of Historic and Important Sites

# VERF'S PUB

## AT SUN TAN LAKE

OPEN DAILY AT 4:00  
HAPPY HOUR  
5-7  
HORS D'OEUVRES



SUN TAN LAKE  
RT. 23 NORTH  
RIVERDALE, N.J.  
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THIS COUPON GOOD FOR ONE COMPLIMENTARY DRINK

Slatton's  
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VERVE PRESENTS SUGARCANE FRI SAT

# SUN TANN LAKE

CATERING

MINIATURE GOLF

COCKTAIL LOUNGE

SWIMMING

BOATING

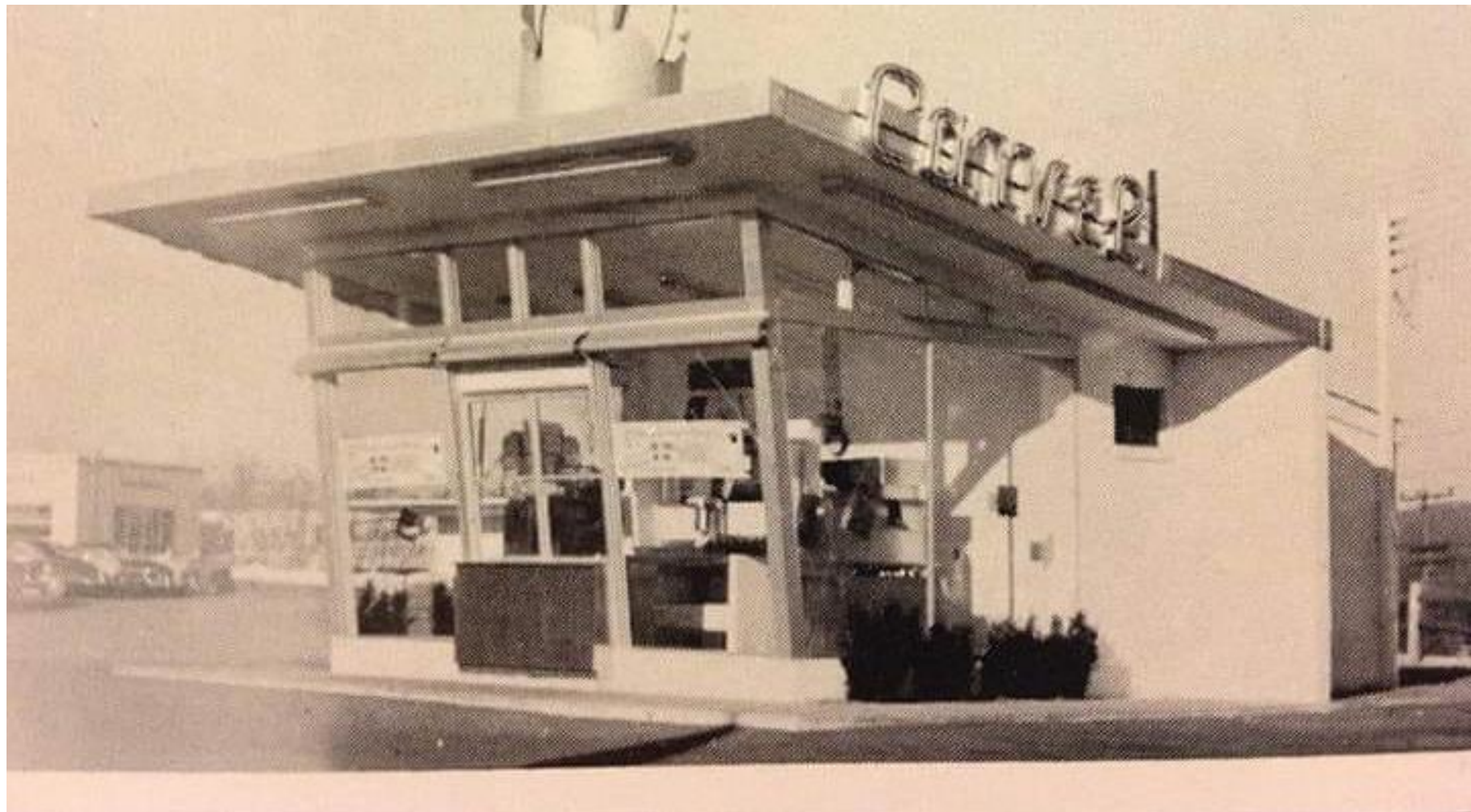
PICNIC AREAS





**Ruins of McWithey Residence, Riverdale, N.J.**

Mother & two children cremated, Dec. 22nd, 1906.







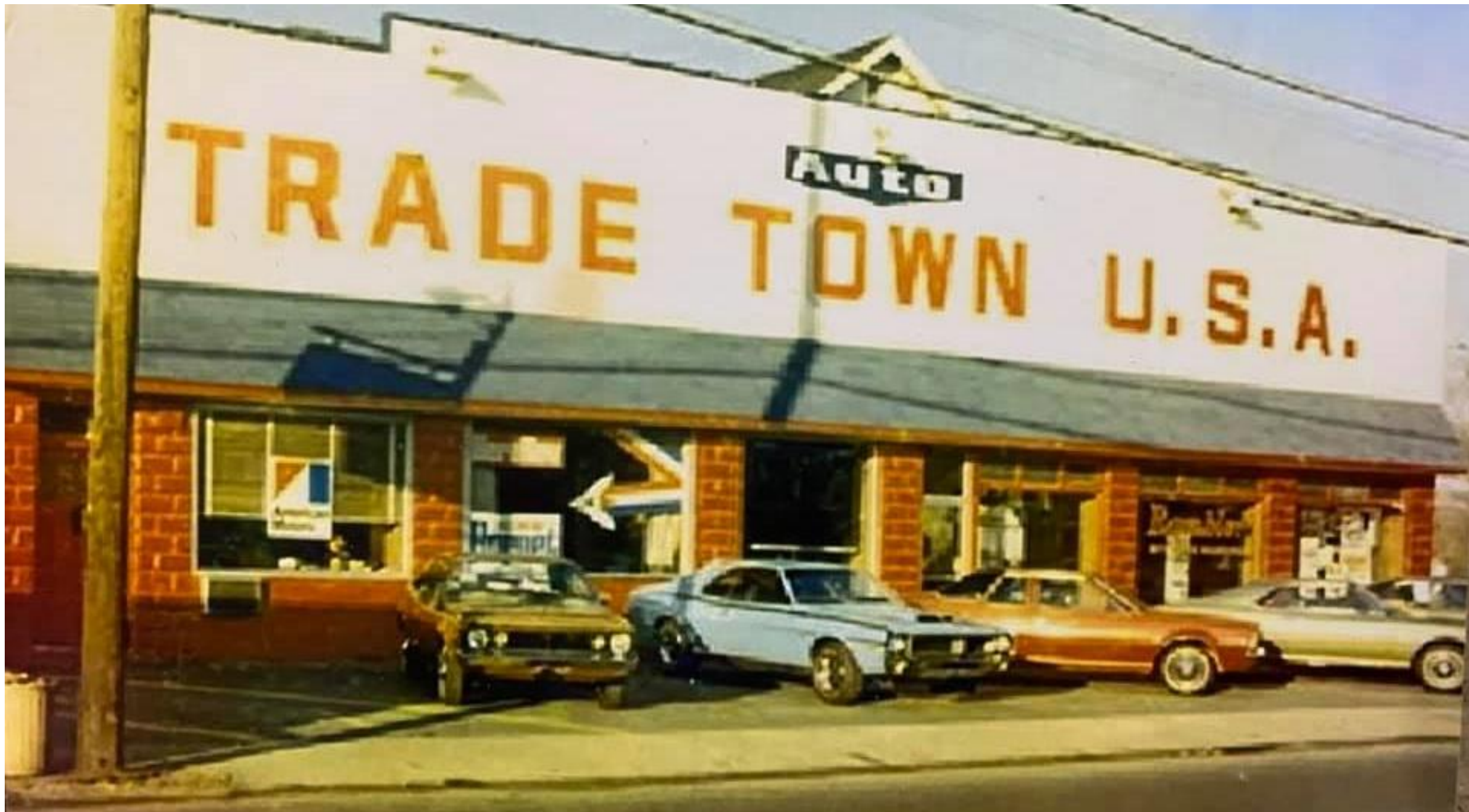
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# TRADE TOWN U.S.A.

AUTO



**AUTOBAHN SERVICE**



**RIVERDALE, NJ.**  
**839-2745**

1988



RIVERDALE  
DIRECTORY AND  
AREA SHOPPING  
GUIDE



PUBLISHED BY THE RIVERDALE PTA

RIVERDALE AUTO PARTS

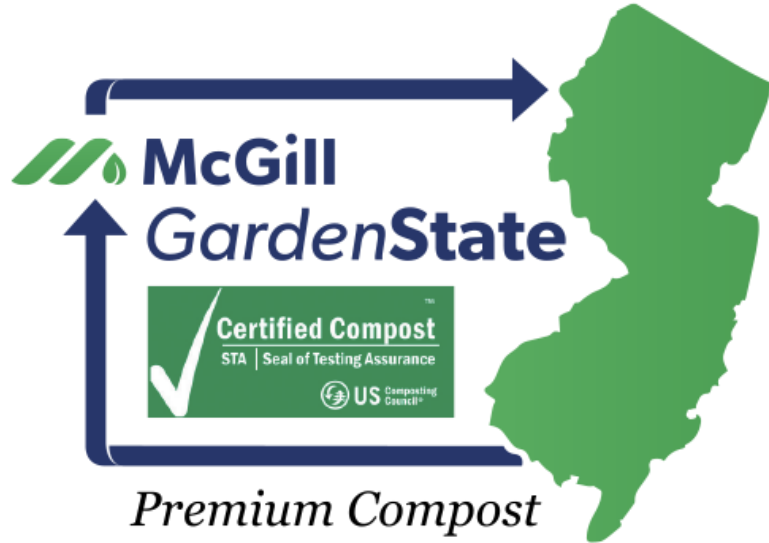






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FUNERAL HOME**

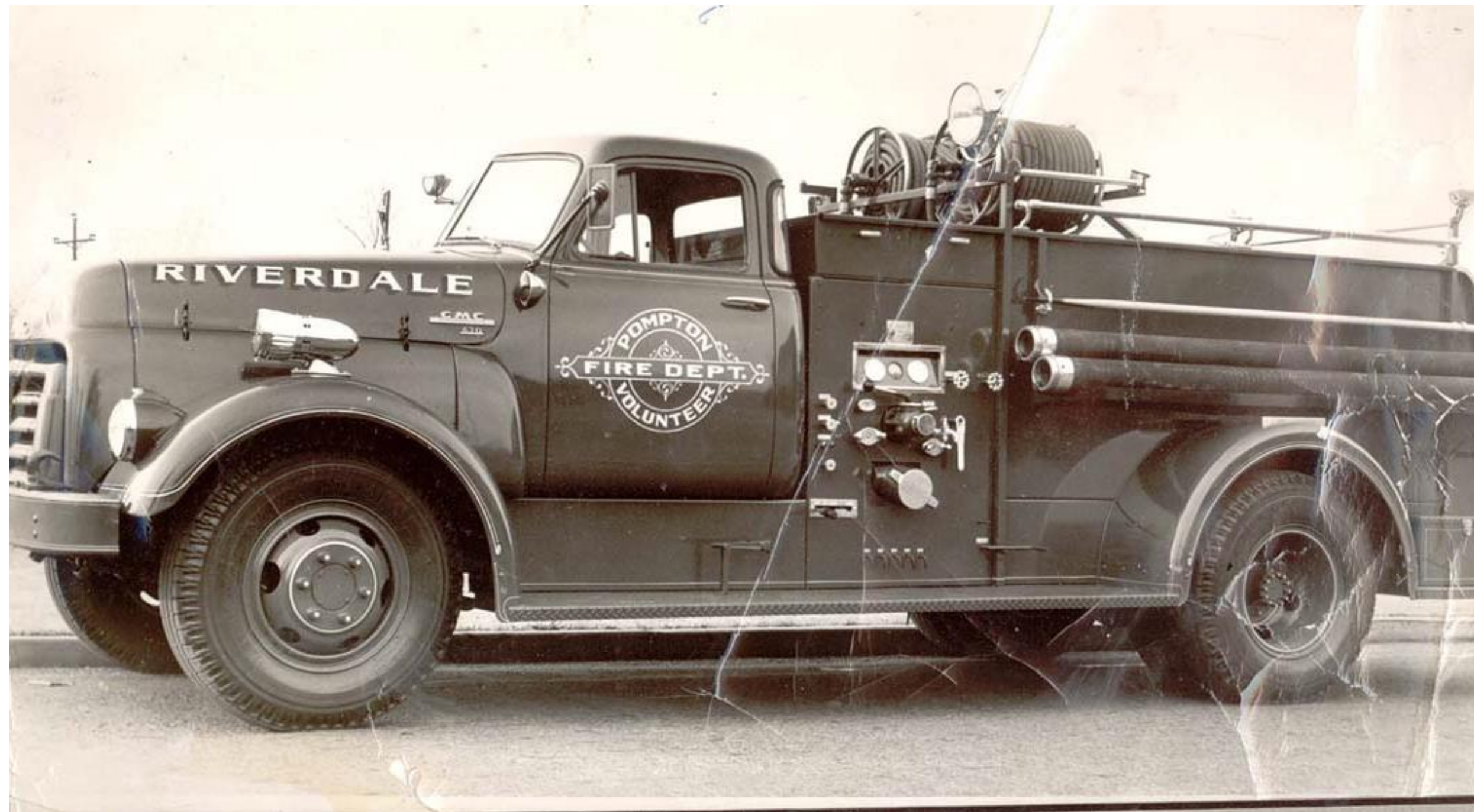












RIVERDALE

CAC  
410

POMPTON  
FIRE DEPT.  
VOLUNTEER

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Engine 31  
Kougetown Shopping Center  
Pompton Lakes  
October 27, 1997



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L to R Harold V. Gould, Leon F. Hickey, George W. Proctor, Chief Emil Card,  
Robert Brown, John Storms, Howard Appelt  
Riverdale Police Department, Memorial Day

December 1956



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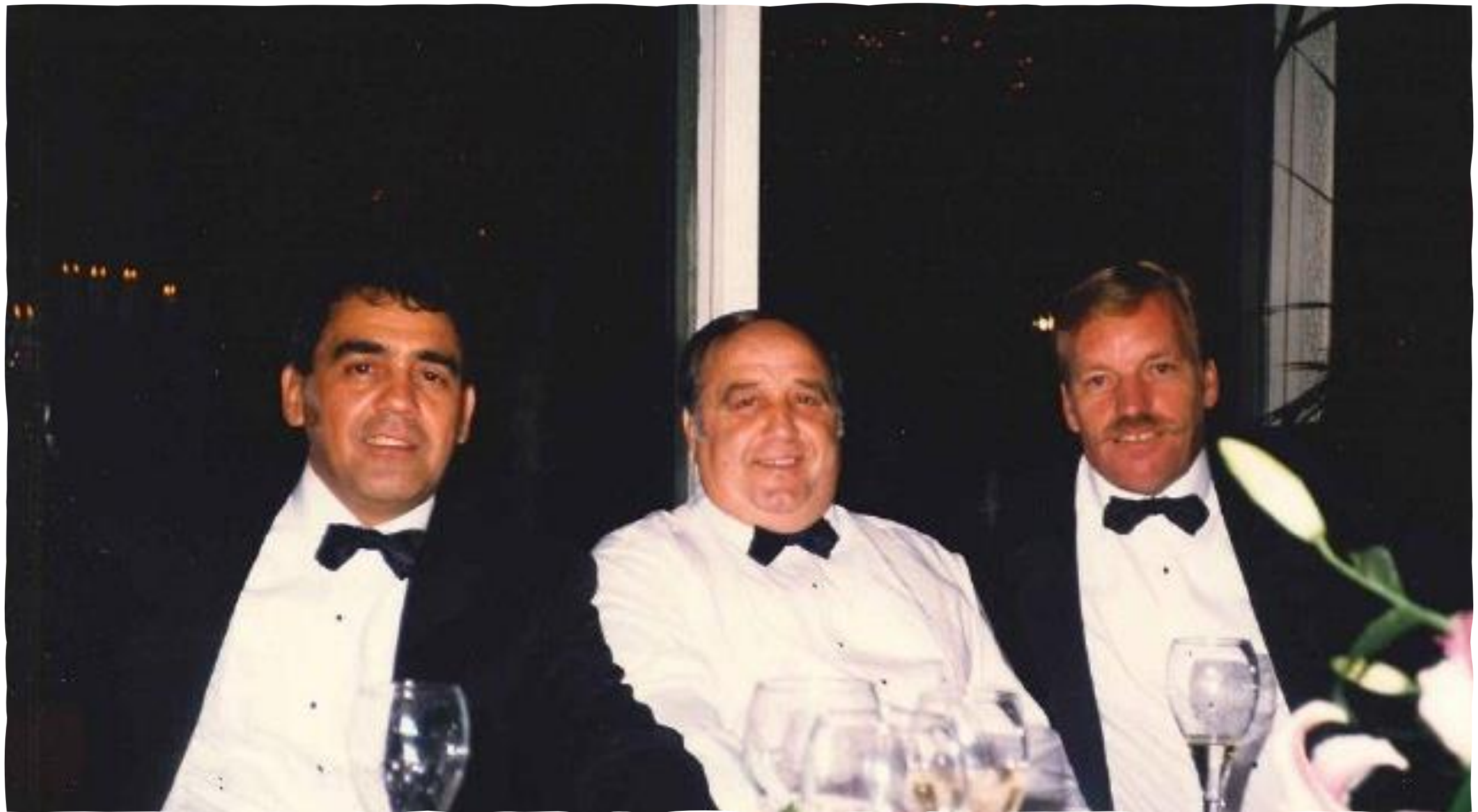


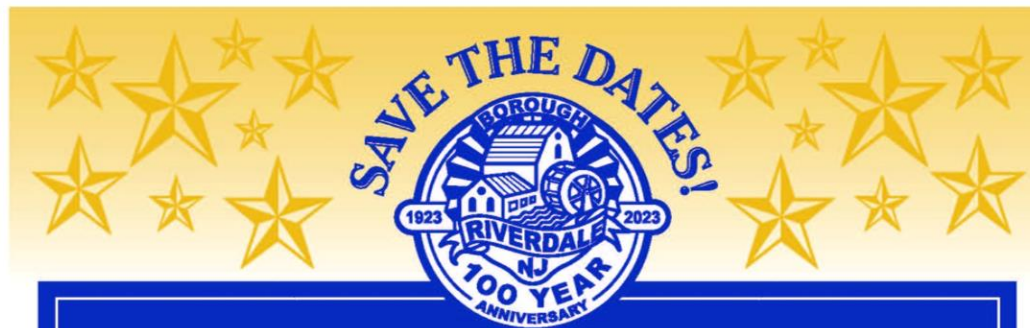






Property of Museum





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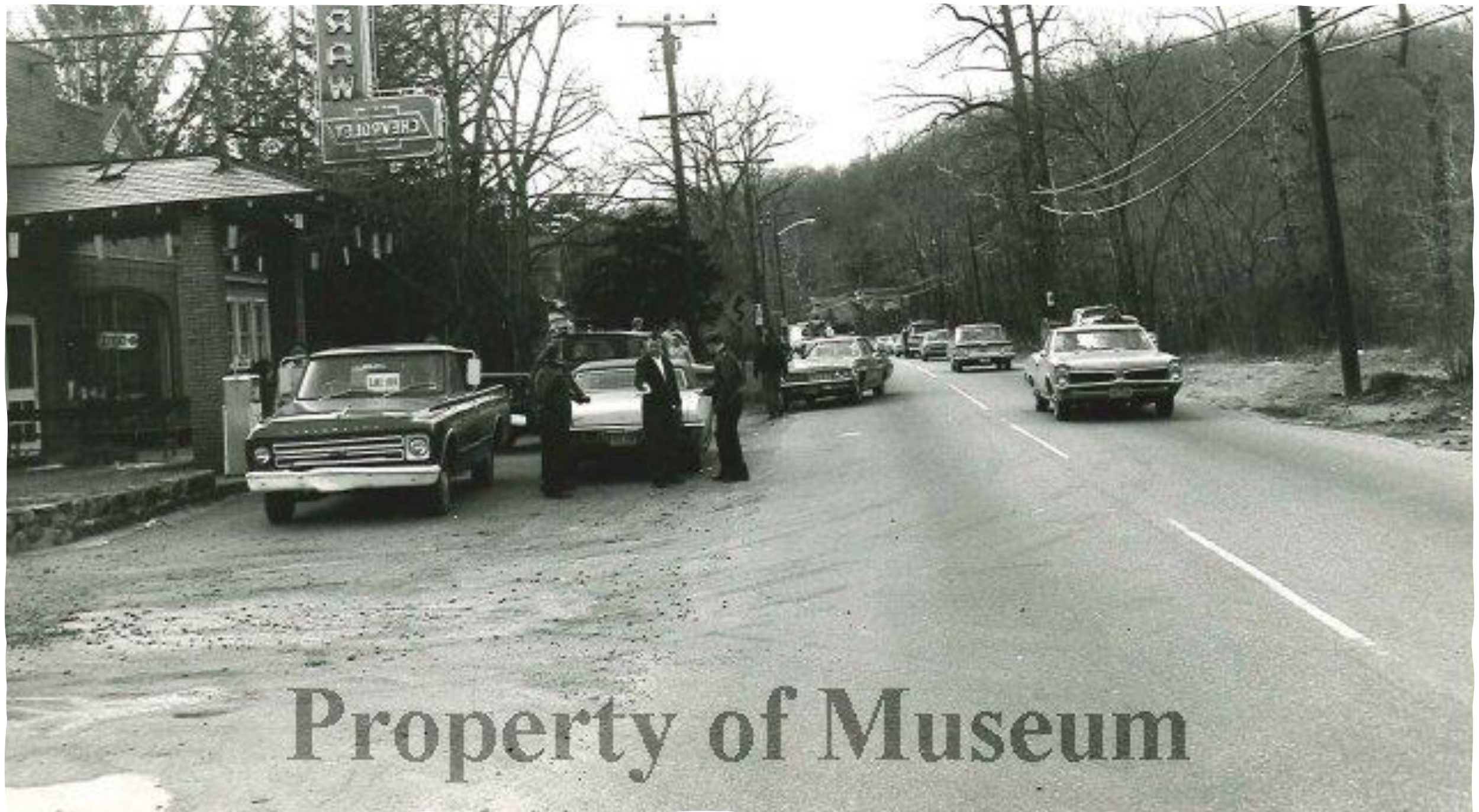


**RICHARDS  
FUNERAL HOME**



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**Chief William McCracken Says  
Protection Through Detection A Must In Every Family  
Courtesy of Riverdale Volunter Fire Department**



**RIVERDALE**

# Street dedicated to fireman who gave

**BY LESLIE SCOTT**  
Staff Writer

On Sunday, Aug. 25, the Borough of Riverdale and the Riverdale Volunteer Fire Department honored Capt. Joseph "Papa Joe" Ezzo, who was the only department member to die in the line of duty, as they gave Post Lane the honorary name of "Capt. Papa Joe Ezzo Way" in his memory.

Papa Joe stayed active with the department for 44 years after he joined it in 1938. He had attained the rank of captain.

It was back in 1982 on Wednesday, Aug. 25, that Papa Joe responded alone in a fire tanker to a call. Just as he left the firehouse and crossed over the







IN HONOR  
OF RIVERDALE  
VETERANS



IT IS THE SOLDIER,  
WHO HAS GIVEN US FREEDOM OF THE PRESS,  
IT IS THE SOLDIER, NOT THE POLICE,  
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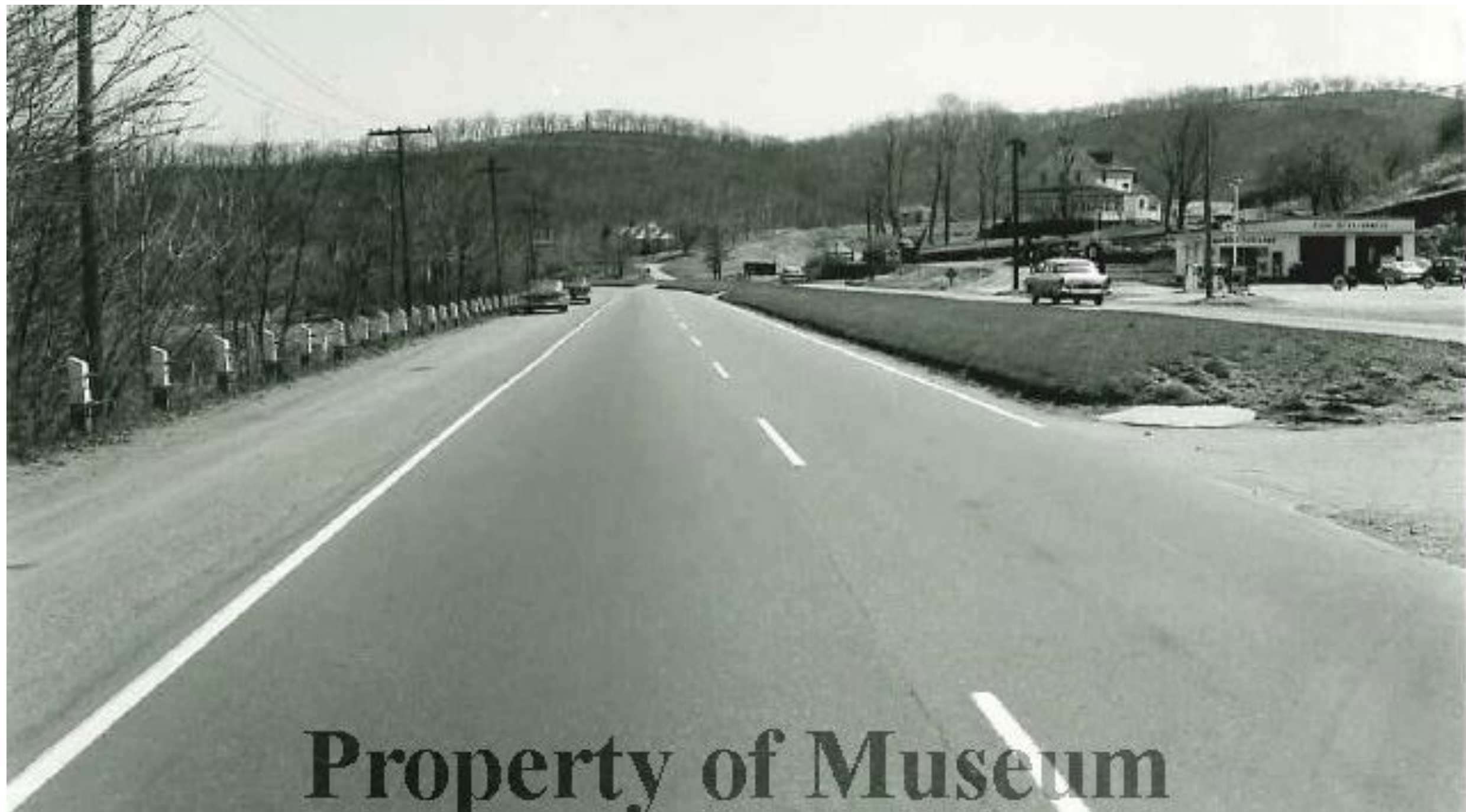
**RIVERDALE  
FIRE DEPT.**

**SUPPORT  
RIVERDALE  
FIRE DEPT.**

RIVERDALE VOLUNTEER  
FIRE DEPT.

NEW YORK AMERICA  
BRAVEST  
9-11-01

PAPA JOE'S  
9-05-0000

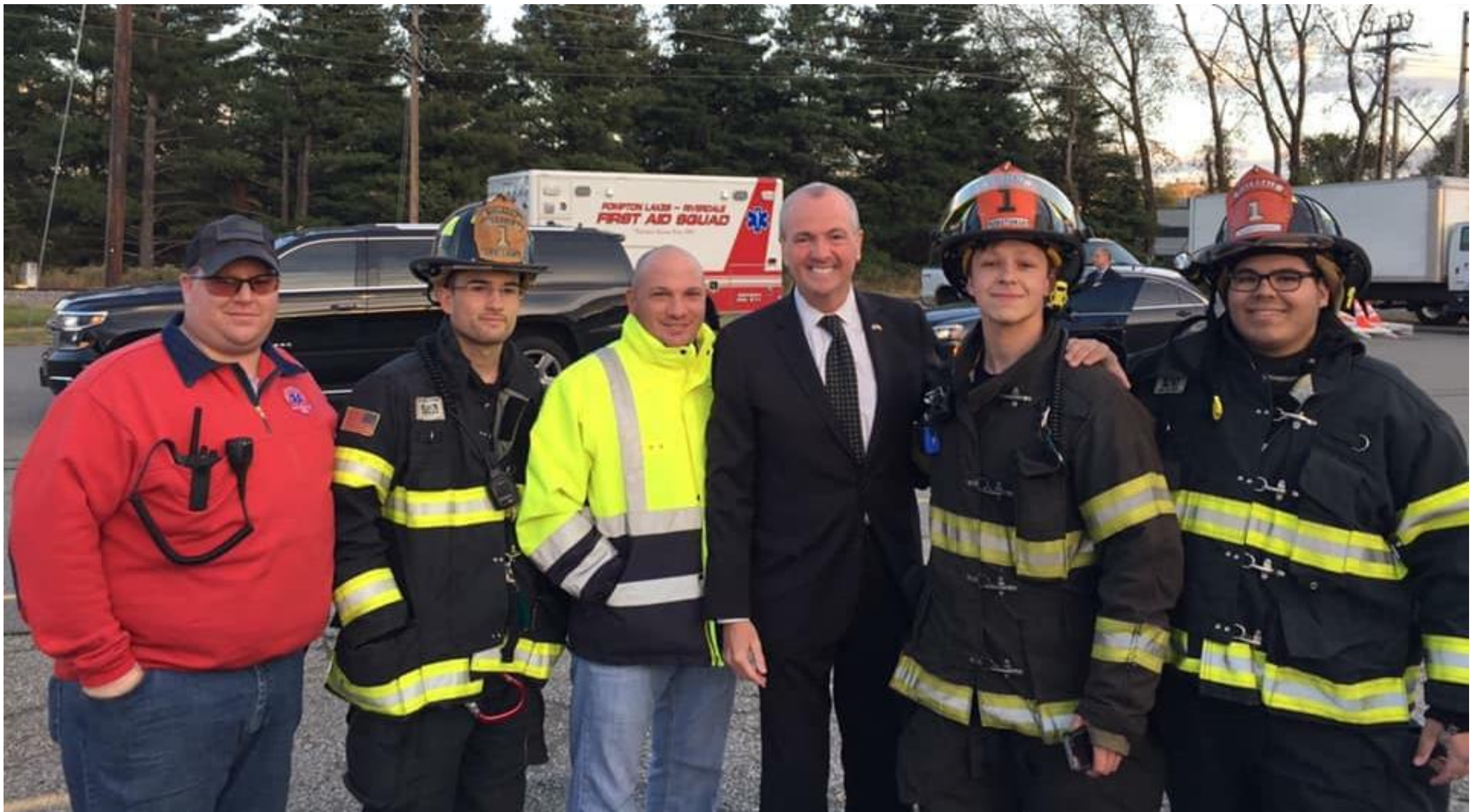


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RIVERDALE  
MUNICIPAL BUILDING





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MEMORIAL DAY  
REMEMBER  
AND HONOR









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FUNERAL HOME**







Mike's  
Feed  
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Purina Dealer

Prime Time

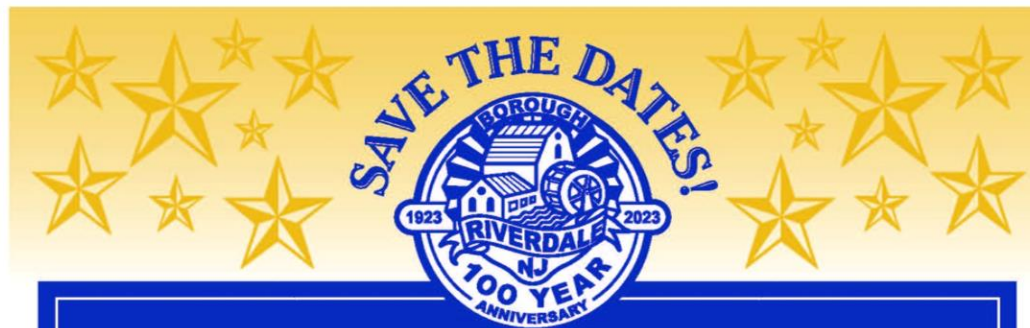
The Riverdale Republican Club, Inc. . . .  
endorses the following Candidates for the  
Primary Elections. Vote For . . .



ALBERT M. TI  
CO

ON HORUM  
St. Louis County Committee  
Jesse  
Kris  
TEN





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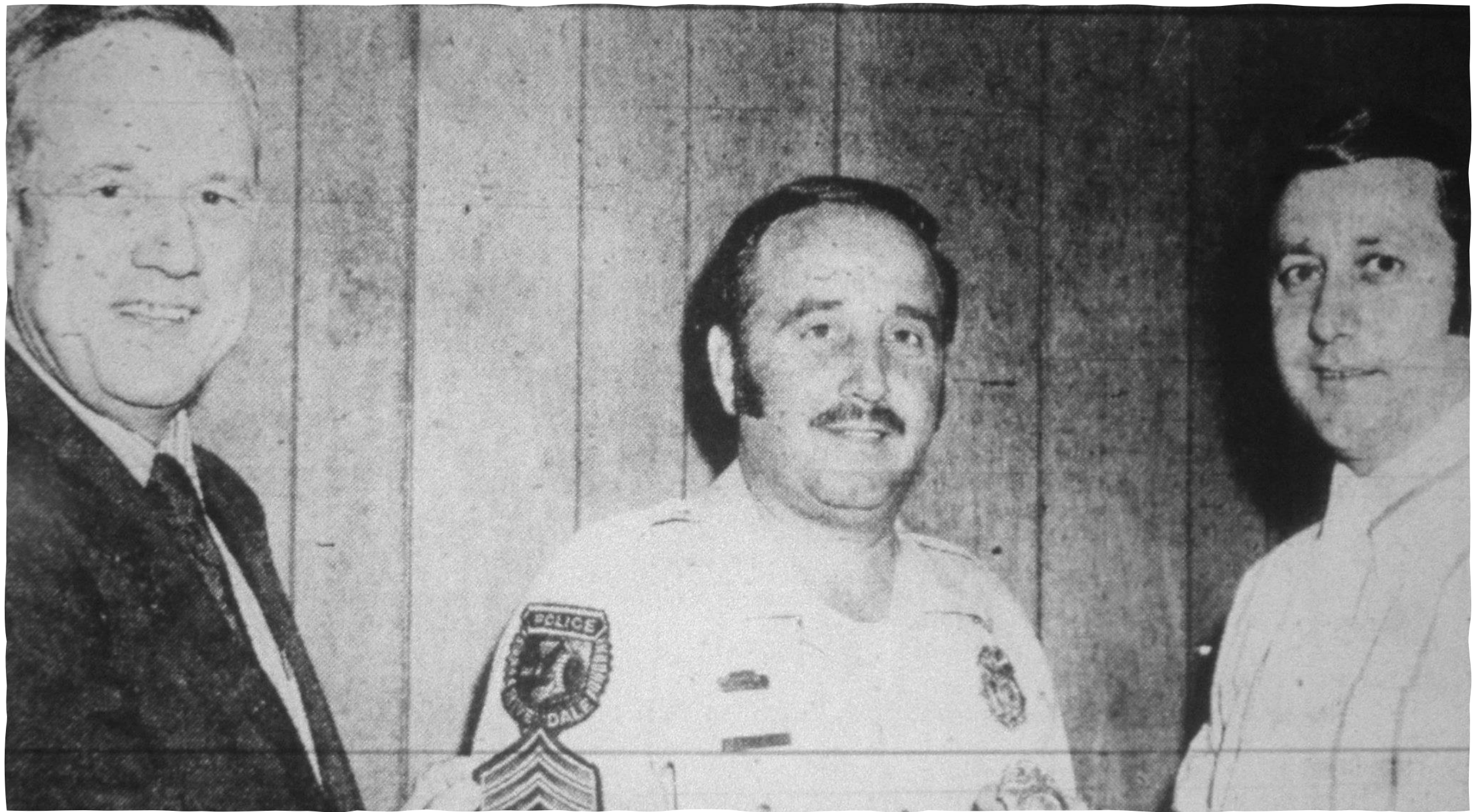
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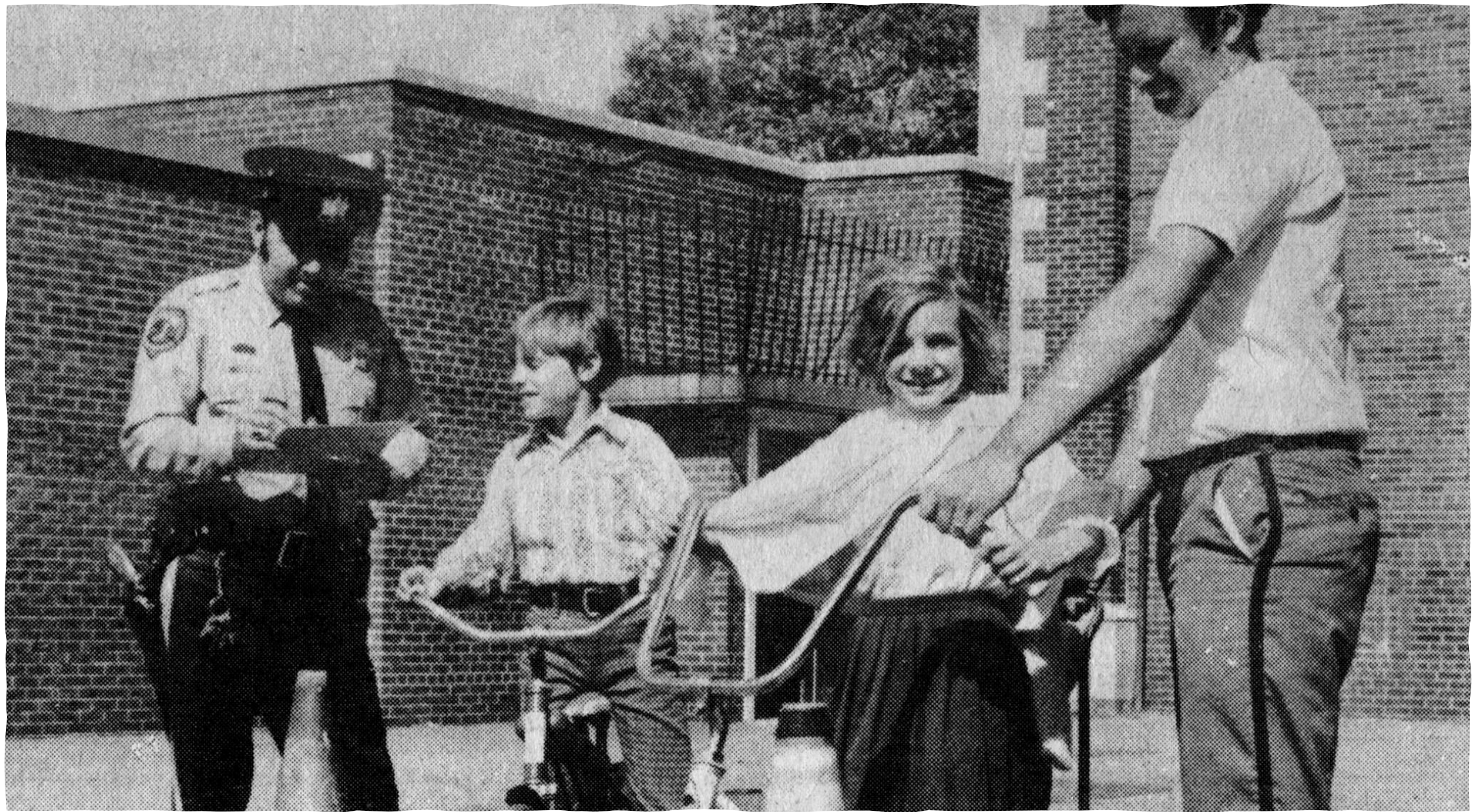
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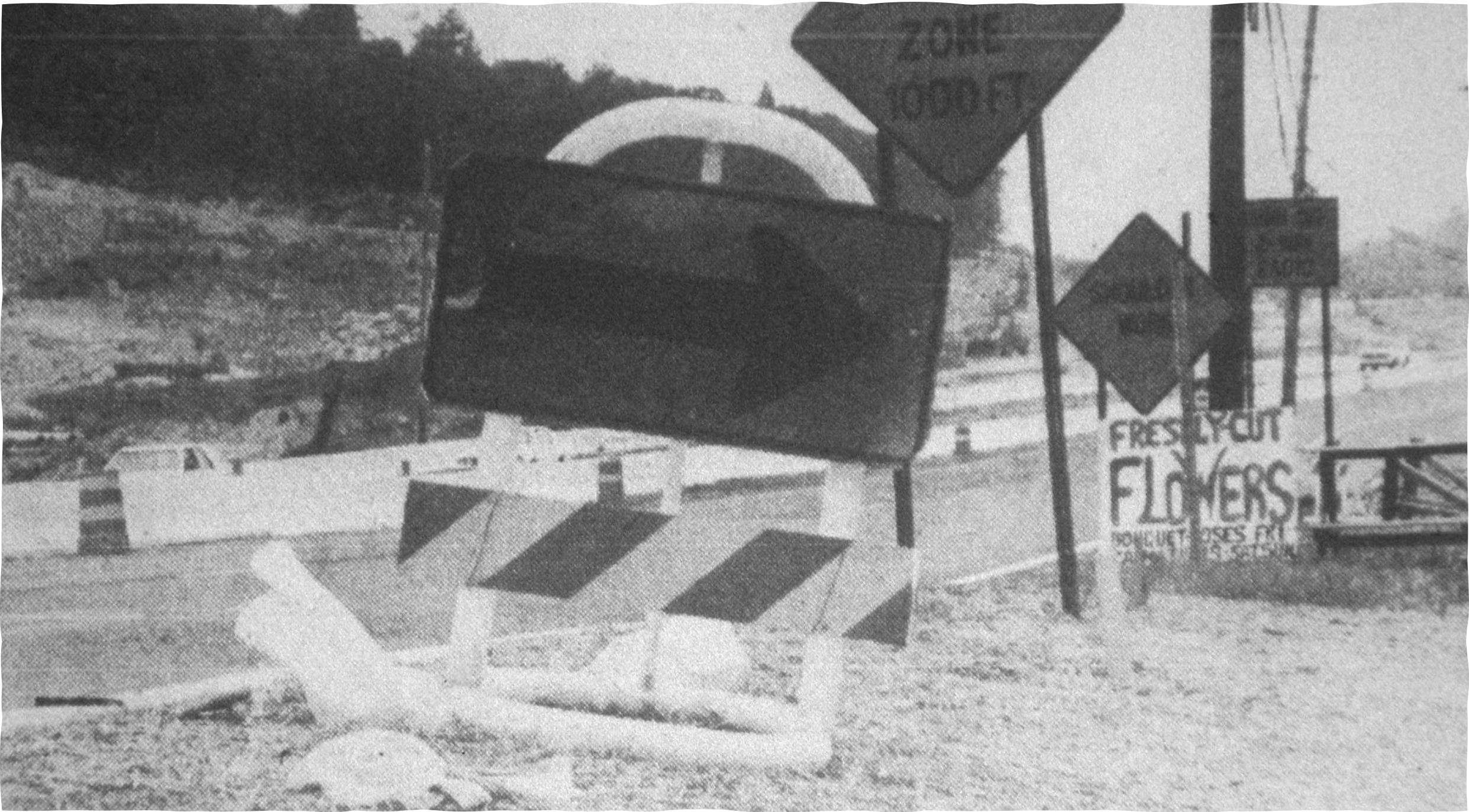
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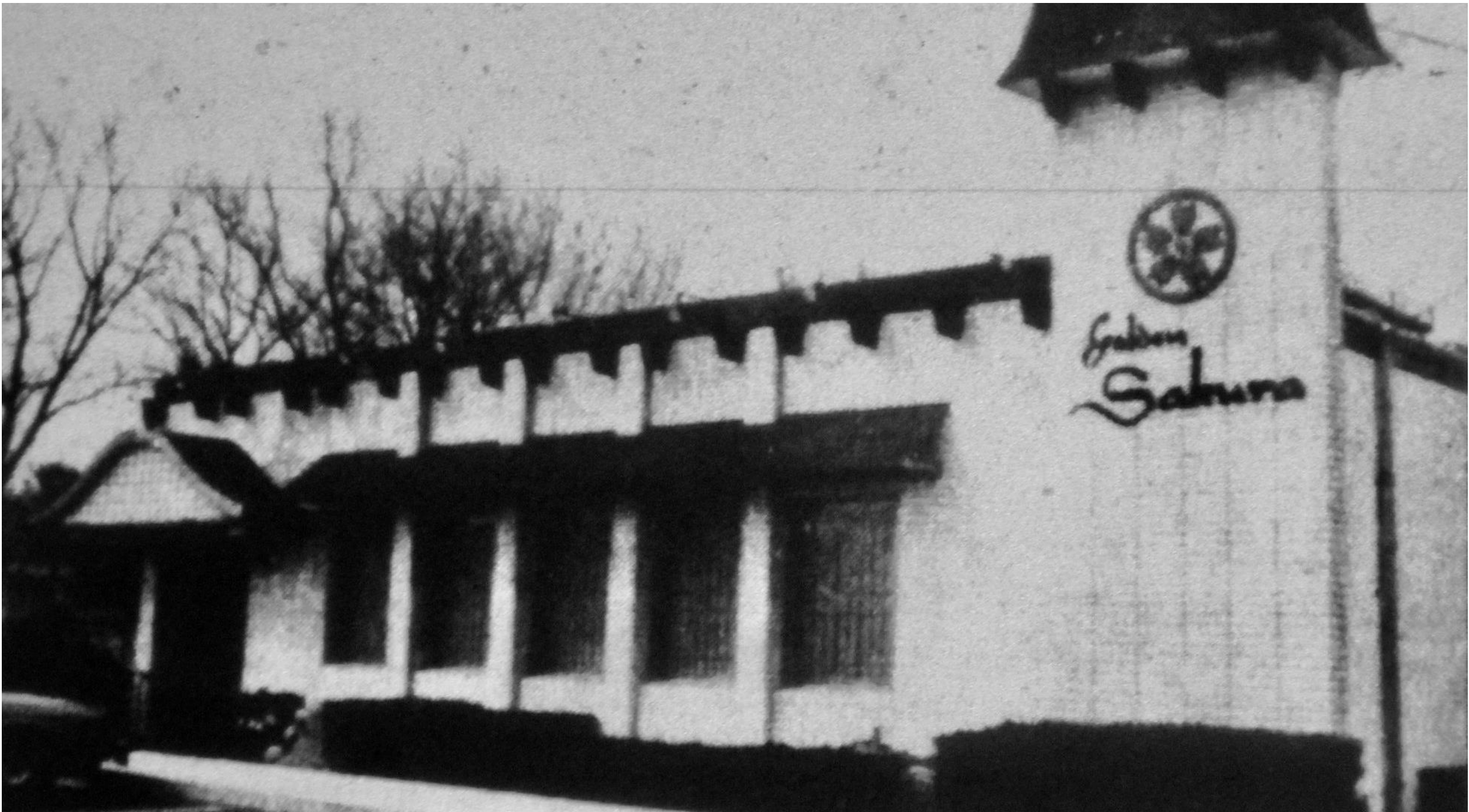












Hotel  
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VERF'S PUB  
AT SUN TAN LAKE

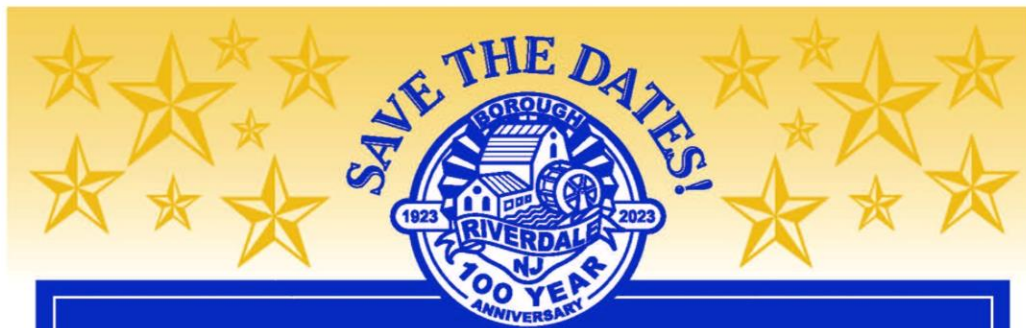
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HORS D'OEUVRES



SUN TAN LAKE  
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THIS COUPON GOOD FOR ONE COMPLIMENTARY DRINK



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**RICHARDS  
FUNERAL HOME**

with special guests

# KILBY TAYLOR

*In Concert — On The Lawn*  
**SUNDAY, MAY 27, 1990**  
 ★ ★ RAIN OR SHINE ★ ★

**Music & Fun All Day**  
 Gates open at 12 am until 7 pm  
 8 miles north of Willowbrook Mall  
 Food • Beer • Soda available  
 Purchases of alcohol 21 & up  
 No cameras or recording equipment

**Swimming • Miniature Golf •**  
**Basketball • Hand Ball • Volley Ball •**  
**Vet's Pub • Pavilions • Ping Pong • D.J.**  
**• Concert Info 838-8888 •**  
**Ticket Price \$20.00**  
*Does Not Include Food or Beverages*

**Local Ticket** — 327-8888  
**Advance Ticket (online)**  
*Charge by phone*  
**Box Office Ticket** — 838-8888 (Orange Hills Mall)  
 80 Wood's • 838-8888  
 200 N. Pleasant Plains  
 R. 21A, Swedesburg, N.J.

**Local Ticket** — 327-8888  
**Ticket Center** — 765-8888 (Willowbrook Mall)  
**Box Office Ticket** — 838-8888  
 R. 21A, Swedesburg, N.J.

*No Food, Beverages or Alcohol May Be Brought Into the Park*









*Take the Family out for*

# Thanksgiving Dinner

at **NEIL'S Restaurant & Bar**

RIVERDALE, N. J.

*Dinners Served Family Style*

**Menu**  
Cottage Cheese, Cranberry Sauce  
Celery and Olives, Tossed Salad, Rolls

**Appetizer**  
Fruit Cup, Shrimp Cocktail, Tomato Juice  
Orange Juice, Creamed Herring

**Soup**  
Turkey Giblet, Minestrone

**Entree**  
Roast Maryland Chicken with Sausage Dressing..... \$2.75  
Roast Vermont Turkey with Dressing and Giblet Gravy... 3.50  
Fresh ham --- Chef's Brown Gravy ..... 3.25  
Roast Beef --- Chef's Brown Gravy ..... 3.25  
Mashed Potatoes with Two Vegetables .....

**Dessert**  
Pumpkin Pie, Mince Pie, Apple Pie  
Jello, Pudding, Ice Cream  
Cheese Cake, Sherbert

**Beverages**  
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SATURDAY - NOV. 13 - 11 A.M. to 6 P.M.

ADMISSION  
75¢

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REFRESHMENTS • FREE PARKING



Ever wonder who and what handles your telephone calls when you dial a number? These pictures taken at the Riverdale office of New Jersey Bell Telephone show some of the complex operations. (1) Approximately 100 operators are employed in the long distance bank to handle calls which do not go through automatics. (2) Fred Casper, Service Lab, is working on a new line. The office receives about 20,000 calls, and there are two more forward person's calls. (3) Victor Began, maintenance supervisor, repairs the "ears of the office," and automatic devices which automatically transfer calls to the correct telephone and bill the charges to the right number. (4) George Kahler, Service Lab, is a technician in the test center where the new line is kept constant whether the call is local or across the country. (5) Patricia Lally, Service Lab, is one of the telephone operators who help telephone users who have trouble with their lines, in which there have changes.



# TELEPHONE OPERATOR

IN OUR

## RIVERDALE OFFICE

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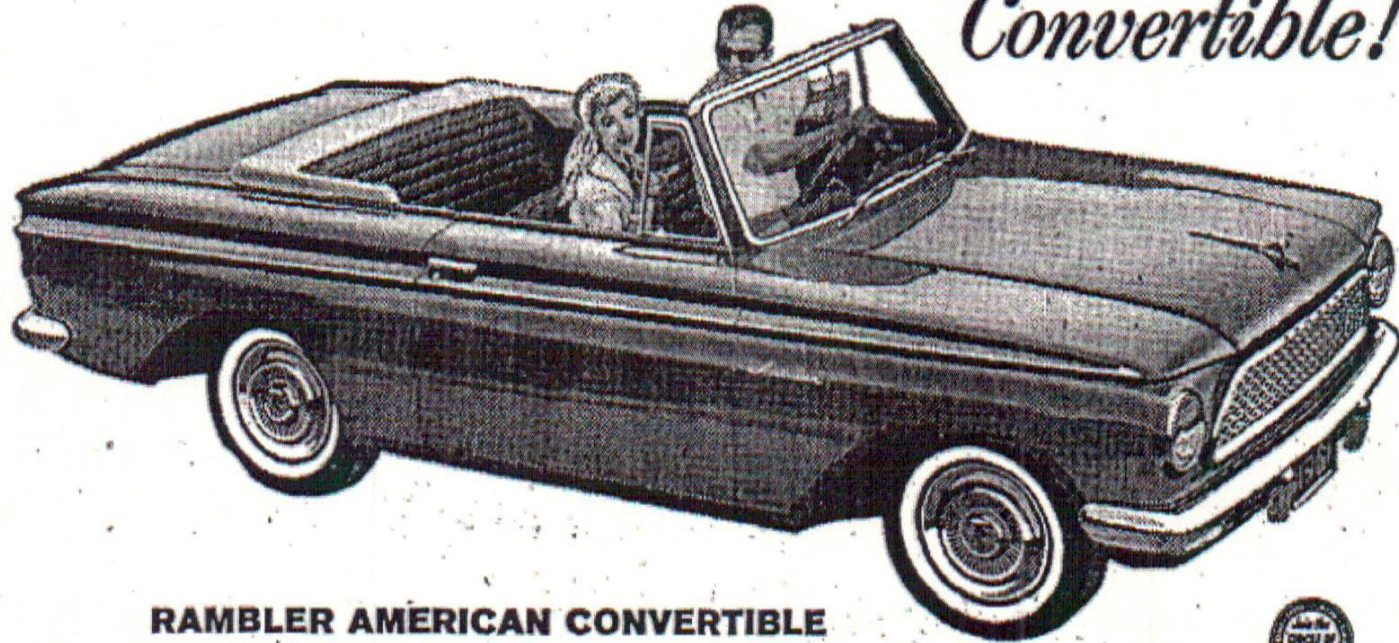
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## **RAMBLER AMERICAN CONVERTIBLE** Absolutely New—And Lowest Priced, Too!

New world of motoring fun in the freshest convertible under the sun... the one completely *custom* convertible that costs less than most 2-door sedans.

Think what you get with this beauty! The top economy, high performance of the 125 H.P. overhead valve Six that *again*

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**CIRCLE**

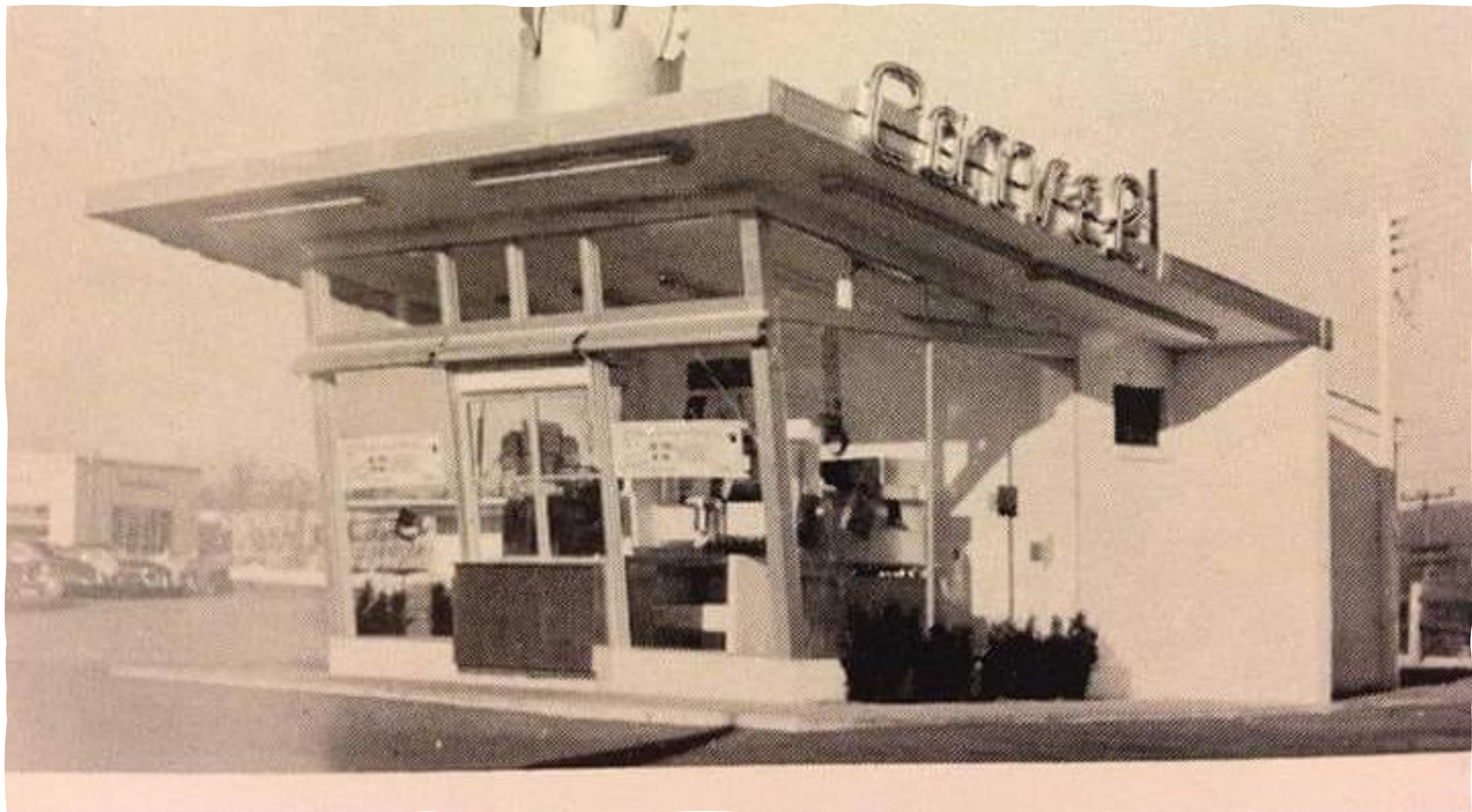
**auto parts**

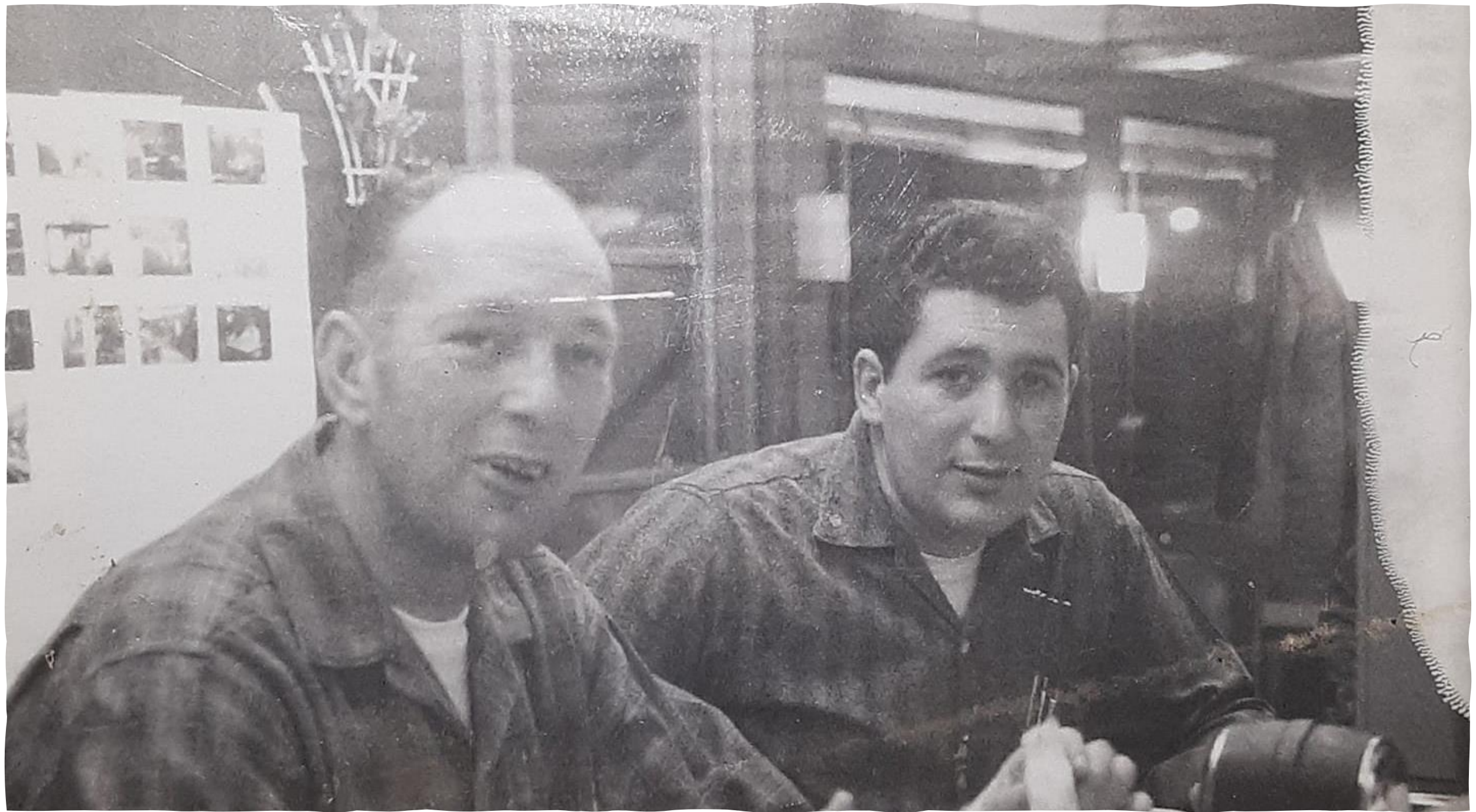
**RT 23 (at the circle)  
RIVERDALE, N.J. 07457**

**201 835 8500**

**65 HAMBURG TURNPIKE  
BLOOMINGDALE, N.J. 07403**

**201 838 7373**







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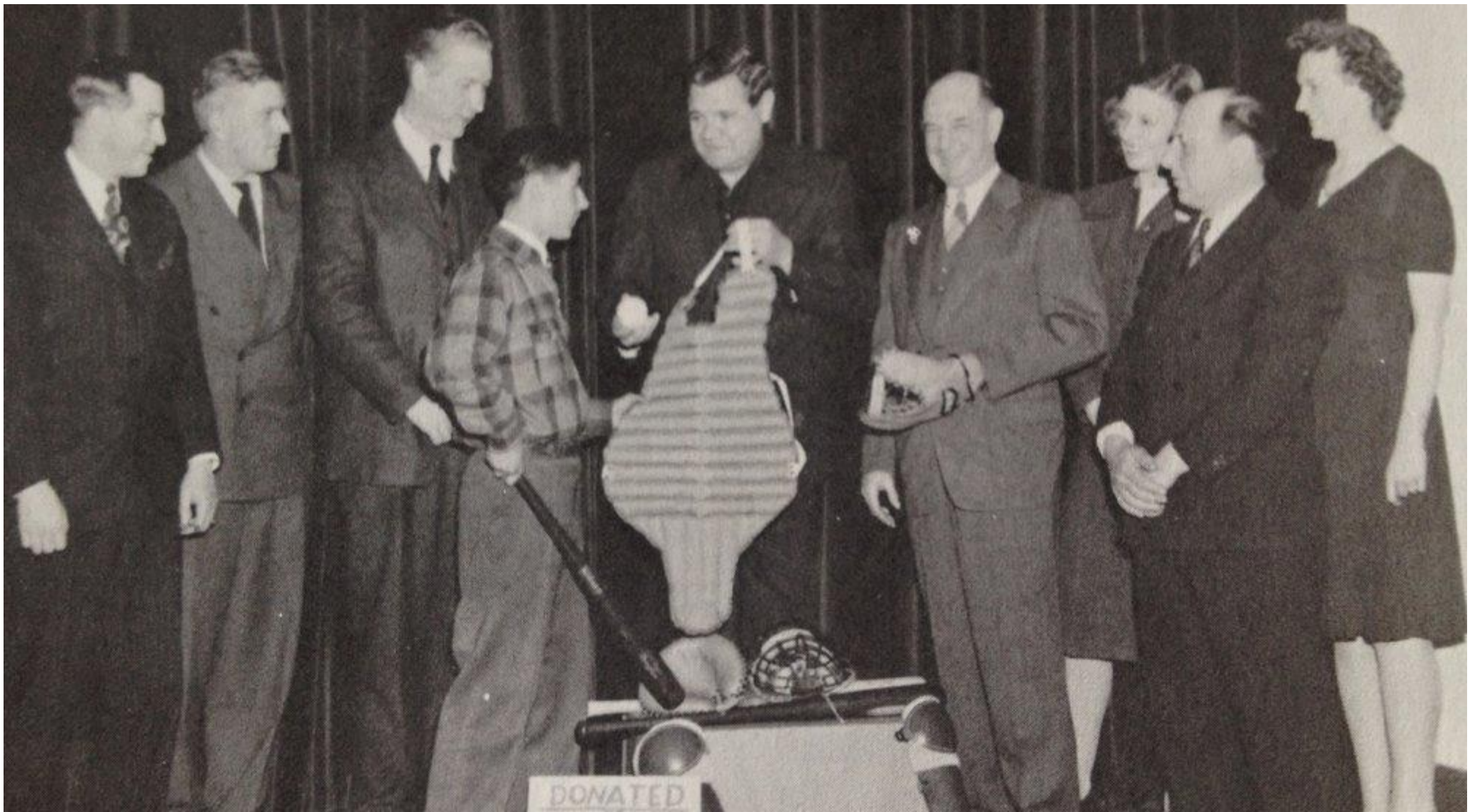
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## GOLD SPONSORS:







## Riverdale volunteers

In the chill early morning hours of a deep winter day, you may hear the mournful bellow of the Riverdale fire alarm horn.

When it sounds, there is no doubt among the populace that the volunteers will respond to the call.

Citizens of the town can just roll over (maybe just after reaching up and feeling how warm the wall is) and go back to sleep.

While you are catching those extra forty winks, the firefighters will be doing their job. It could be a full-blown fire or only the smell of smoke in the building; the firemen will respond. They will tell you that they don't mind being called out for what may seem an insignificant event. They know full well how quickly a disastrous fire can develop and they want to be able to come to your aid as efficiently as possible.

Riverdale Fire Department serves a relatively small borough, but the presence of Route 23 in the town makes them one of the busiest departments in the whole area. They are summoned many times a year to serious incidents on the highway. They never fail to answer the call.

The Riverdale Volunteer Fire Department has a distinguished 75-year record of service to their own community and to nearby towns.

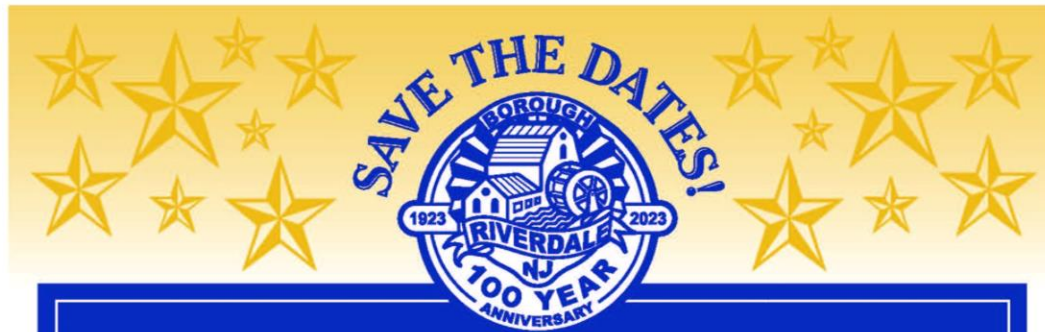
Many times the Riverdale vamps have gone into mutual aid service to help another department in the hour of need.

We would like to have the time and mathematical ability to total up the time which has been donated to the community by the men and women of the Riverdale Volunteer Fire Department and their auxiliary. We can tell you that it has been substantial and that much of what they have done has been vital to the health and growth of Riverdale and Morris County.

We are proud that this newspaper spent its formative years close under the wing of the Riverdale Fire Department. We are proud that one place in Riverdale is still called "Trends Circle."

It is with great pride that this newspaper acknowledges the Seventy-fifth Anniversary of the Riverdale Volunteer Fire Department. Fire Chief Ron Reuter and his men and women have a great deal to be thankful for and we as a community owe them a great debt of gratitude.

The staff and management of this newspaper wish to extend hearty congratulations to the Riverdale Volunteer Fire Department on this joyous occasion.



★ **Centennial Gala • April 1, 2023**

★ **Pathways of History • May 6, 2023**

**Countywide Historic Site Open House Event**  
Glenburn Estate, 211 Hamburg Turnpike, Riverdale NJ 07457

★ **Riverdale Street Fair • Sept. 4, 2023**

**10:00 AM to 5:00 PM Along Newark-Pompton Turnpike**

★ **Centennial Carnival • Sept. 13 - 17, 2023**

★ **Riverdale Day • Sept. 23, 2023**

**5K, Concert and Centennial Fireworks**

★ **Riverdale Centennial • Oct. 14, 2023**

**Van Tour of Historic and Important Sites**







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**Local support**

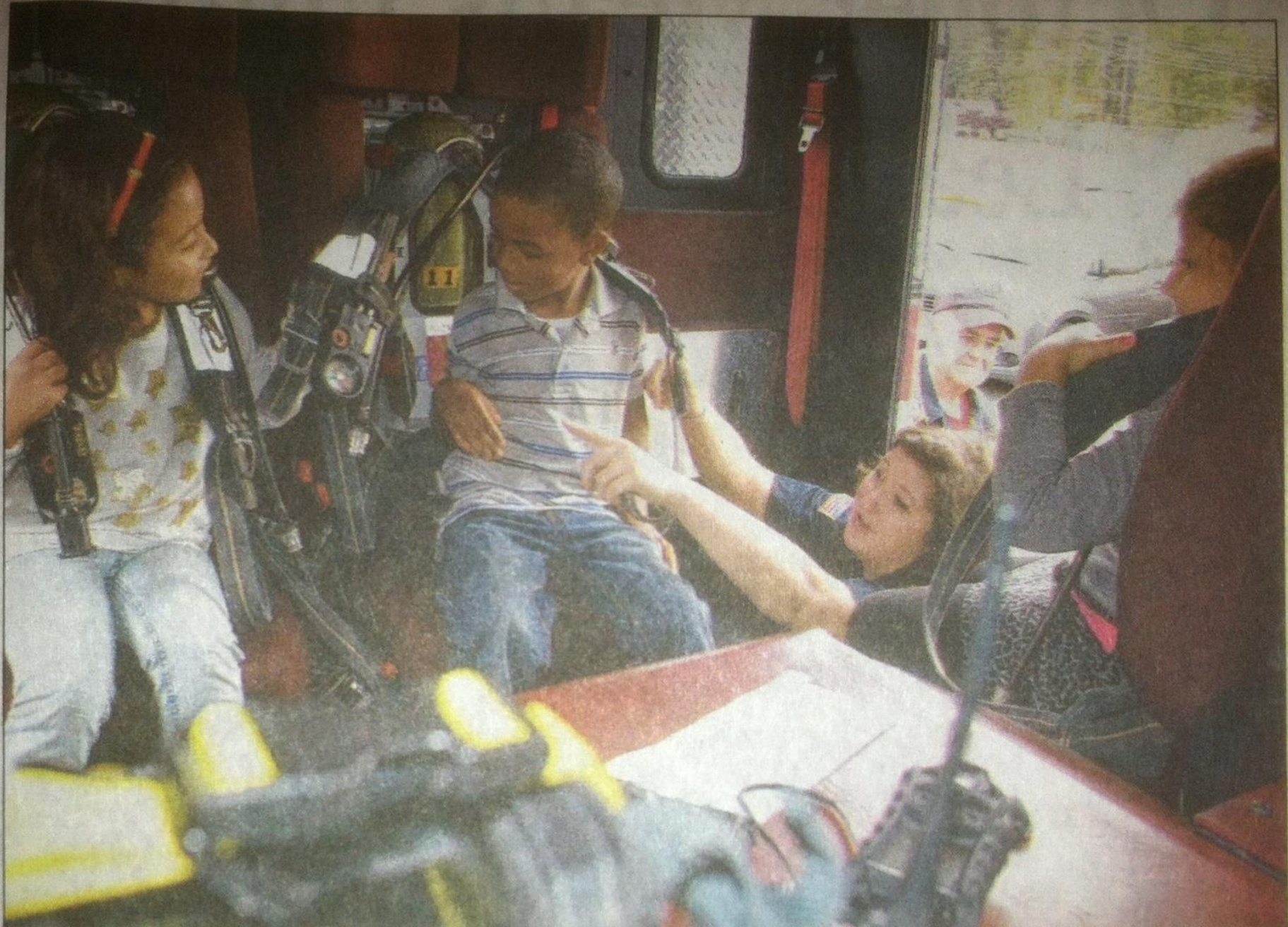
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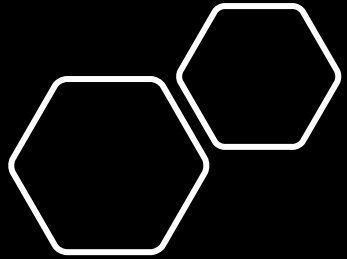
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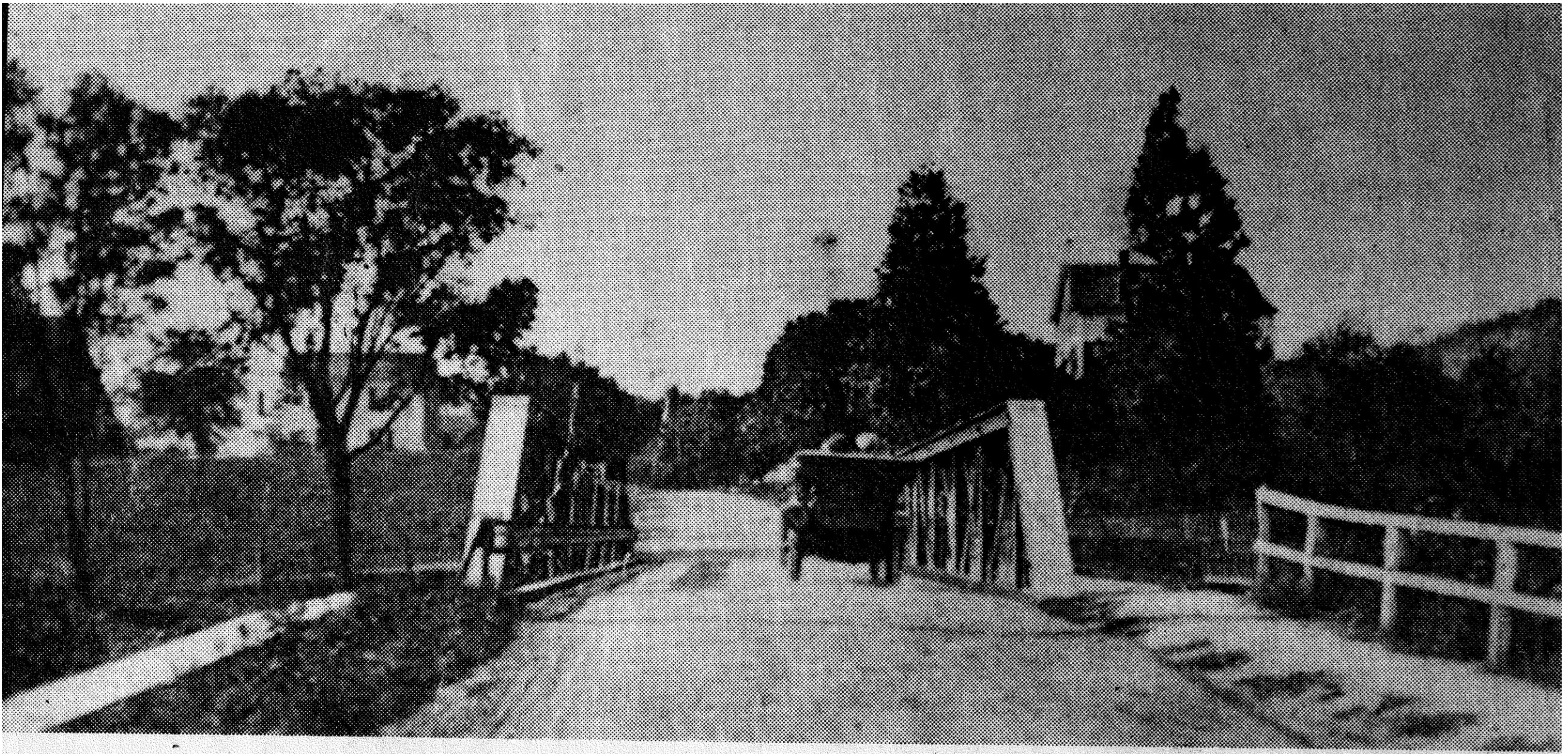
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**HAMBURG TURNPIKE, RIVERDALE BORDER** — What is now a rush hour nightmare was a quiet country lane back in 1913. Hamburg Turnpike, looking across the Pequannock River Bridge into Riverdale. once saw only early automobile traffic along its wooded and residential length (top photo). As

Mathews Ave. currently Riverdale Nj



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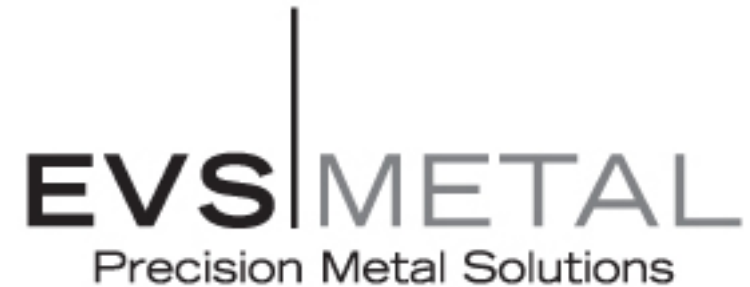
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5-A Slaters Felt Mill Joseph Slater circa 1849

5-B Joseph Slaters Home circa 1849

5-C Robert Slater Home circa 1880

5-D Otis Slater Home, Hunters Inn circa 1900

5-E Edward R. Richards Home circa 1881

5-F Richards Barn/Cariage House

5-G Weuster Home circa 1860

5-H Robert Colfax Home circa 1800

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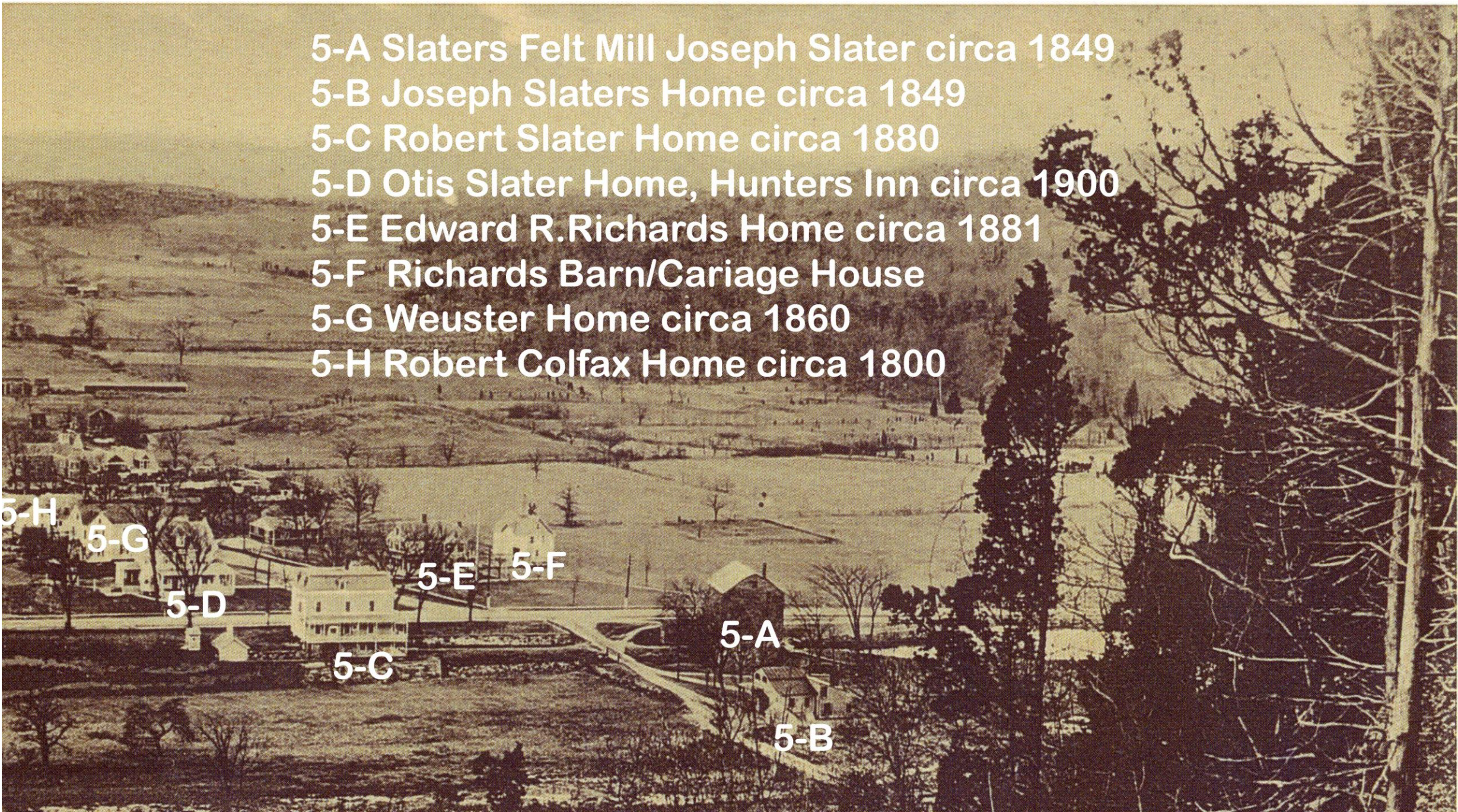
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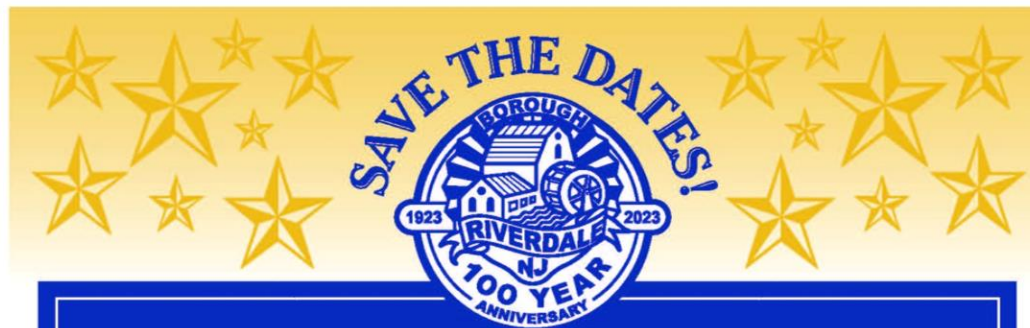
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## CENTENNIAL SPONSORS:



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Formerly the Home of Mayor John Drace, now owned by the DeAngelis family in which their Mary Jane Beauty Shoppe has been operating since 1940 -69 Hamburg Tpke.

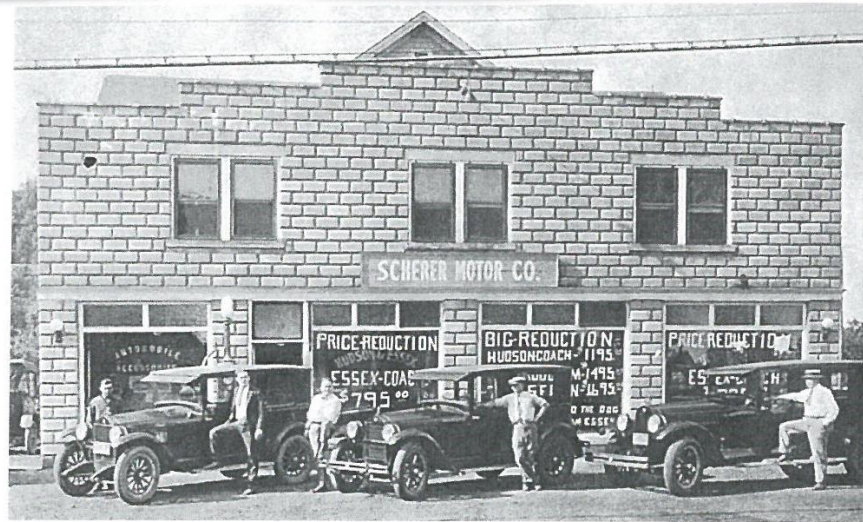
Courtesy of Mr. & Mrs. Thomas DeAngelis



3249 Mead Ave. looking South. Rivardale N. J.

Hamburg Tpke. at Mead Ave. looking south. On left foreground – residence of William Mead. On right foreground – residence of Ira Mead. Circa 1918.

Courtesy of Mrs. Clarence Brown



Owner Emil L. Scherer with cap – Circa 1925  
72 Hamburg Tpke.

### SCHERER MOTOR COMPANY

This company was the original occupant of the building on the Hamburg Turnpike which subsequently housed Riverdale Rambler and, at present, Auto Trade Town.

Emil L. Scherer came to America as a child with his German parents. His father, Leo, was a harness maker, but Emil was an adept mechanic. As a young man he became chauffeur for the Kluge family of New York City, original owners of Artistic Weaving in Pompton Lakes and for whom Klugetowne Shopping Center is named. There he met and married Marion Card of Riverdale, and together they bought an old barn from Otis Slater and turned it into the Scherer Motor Company, which opened for business on Labor Day, 1922.

The Scherers continued for 33 years, selling Essex and Hudson automobiles to thousands of satisfied customers until their retirement in 1955.

Courtesy of Mrs. Emil L. Scherer



Old Borough Hall and Firehouse Building





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- GRANT CHARLES D.
- HATHEWAY JOHN
- HOPPER MELVIN A.
- HOUGHTON NORMAN M.
- HUNTER HAROLD S.
- HUTCHINSON ARNOLD C.
- JARDINE FRANCIS G.
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- LEGG PETER
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- MATHEWS MARTIN E.
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- NEWBURY DE WITT M.
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- POSS CLIFFORD B.
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- SHIRLOW JOHN D.
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- TIBBET FRANK W.
- TIMBERT WILLIAM C.
- TRAUDT THEODORE F.
- VISSER CORNELIUS P.
- WHITE HARRY C.
- WHITEHEAD DANIEL
- WILLIAMS RUSSEL G.
- WILLIAMS ALBERT





## SOME BRASS

*William Wright (left) and Brian Bistromowitz play a trombone duet during the Spring Music Festival Wednesday night at the Riverdale School. Ernest R. Stuber directed the program.*

*(TRENDS photo)*



## TAKE IT FROM THERE!

*Sax, trombone, drums and accordion – it's a beginning. And, from there, Maestro Jimmy Giacone, formerly with Jimmy Dorsey, wants his Riverdale Community Band to grow into a "big band" sound with 16 or 20 pieces. This new group played at*

*the teen dance sponsored Saturday by the Recreation Committee, and, after only two rehearsals, they sounded good, was the opinion. From left: Steve Rowan, Tom Cucci, Dave Romlein and JoEllen and Brian Bistromowitz. (TRENDS photo)*

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# Historic structure succumbs

Second page one



RIVERDALE HOTEL  
AND RESTAURANT

