

**THERE'S NO PLACE LIKE OTTO MAY'S**

**BIGGEST SELECTION — HIGHEST QUALITY LOWEST PRICES**

60 Ford Fairlane, Fordomatic, Beauty, "300," Big Savings.	60 Lark, Fully Equipped, Exc. Type Car—Big Savings.
59 Chev-Ford-Big Sale—Lion, Like New \$1295	59 Rambler, 4-Door, Black Power Steering \$1450
58 Olds Holiday, New York, Sep 25 Garage \$1495	59 Peugeot 4-Cyl. Diesel 30 M.P.S. 4-Dr. \$1095
58 Chev. Station Wagon, Powerglide, Clean \$1295	58 Spet. Comp. Car, 4-Cyl. Business Master \$850
57 Olds — Bargains — A-1 Cars \$950	58 Wilman Husky Station Wagon, Rugged Car \$695
57 Ford, Chev. — Very Clean Cars \$795	58 Dauphin — Very Clean No Money Down \$695
56 Olds — Super 35, Power Steering — Buy \$695	56 Studebaker, 2-Door, Hydromatic \$595
55 Chev., Buick, Pont., Olds Ford, Merc. \$395	

— OVER 100 CARS TO CHOOSE FROM —

60-16 NORTHERN BLVD. NE 9-4900

**WHY SHOULDN'T BUSINESS BE GOOD AT HELMS BROS. Inc.?**

**4 TOP AUTOMOBILES TO FIT ANY PERSON OR POCKETBOOK**

*The Fabulous*

**Mercedes Benz** \$3,500 to \$13,500

Compact Performance **LARK** *You Have To Drive It To Believe It*

Gran Turismo **HAWK** *Personalized Family Sports Car*

7 Moving Parts **D.K.W.** *Quality Controlled by Mercedes Benz*

**PLUS THE FAMOUS HELMS BROS. SERVICE**

**3 CONVENIENT LOCATIONS**

*WE SELL TODAY TO SELL AGAIN*

**HELMS BROS., Inc.**

LARKS - HAWKS - MERCEDES - D.K.W.

159-02 Northern Blvd., Flushing—FL 3-6600  
208-24 Northern Blvd., Bayside—BA 5-8181  
90-02 43rd Avenue, Elmhurst — HA 4-3460

**Car Rental Now a Major Business**

The booming rent-a-car business—which brought in \$750 million in revenue in 1960—is expected to increase that figure by almost 15 per cent this year, preliminary forecasts indicate. According to the Hertz Corporation there are two major reasons for the increase: More people renting cars for personal use and businessmen turning to car and truck leasing to answer their company vehicular needs. As 1960 drew to a close, there were 46,000 rent-a-car fleets operated by major companies and independent firms and an expected increase to 50,000 in 1961 will raise the overall fleet 11 per cent, Hertz reported. Industry sources anticipate a revenue raise somewhat higher than 11 per cent through better fleet utilization and distribution.

HERTZ will have the largest fleet this year with 25,000 cars. Avis comes next with 12,000. National will have 5,000 and the many independents, about 10,000.

Hertz has announced that compact cars will comprise 15 per cent of its 1961 rent-a-car fleet, double the number last year. The increased interest in compacts by rental customers is expected to bring about an increase in their production, Hertz reported.

The rent-a-car business has increased annually since the close of World War II—and its customers have also changed, Hertz reported.

IN THE 1940's the individual who rented a car frequently did so because he didn't own one himself. Nowadays a sizable segment of the market is made up of car-owners who rent a car in a city away from home on business or vacation or who use the service when the family needs a second car.

Two relatively new types of customers — the "residential renter" who finds he no longer needs to own a car, and the "fly-drive" enthusiast, who picks up a rented car at the airport—have developed in the last 10 years.

Intensified sales efforts will be bolstered in 1961 by increased advertising by the leading companies. Hertz has reported it will spend about \$7.5 million for national advertising.

An increase to 265,000 cars under lease has been forecast for 1961, raising the total 10 per cent from the 1960 figure. Industry leaders also predict continuing gains in the size of truck rental and leasing fleets and revenues for 1961 and the next few years.



**EARLY TRAINS**—Trains stopping at this new temporary Long Island Railroad station in Flushing Meadow Park will be early—by about three years—for the 1964-65 World's Fair. But they'll be on time to deliver thousands of advance fair employes and exhibitors to the site of the world event. The two workmen are putting up a sign to identify the stop, opened last week and on the schedule of 21 trains a day.

**Jackson Heights Area Seeking Neon Lights**

A bright new look is in store for the Jackson Heights shopping area. That's what members of the Jackson Heights Merchants Association are hoping for.

This year they plan to get busy on the job of providing better street lighting for the area, concentrated largely on 82nd street, 37th and Roosevelt avenues.

The association will ask the Department of Water Supply, Gas and Electricity for new neon-type lights, according to Barney Wachtel, president.

The Jackson Heights shopping area, known as "The Fifth Avenue of Queens," serves not only the immediate neighborhood, but also Woodside, Corona and Elmhurst. It's accessible via several bus routes and the Flushing IRT line.

Wachtel added that people are constantly discovering "it is not required to travel out to the suburbs to shop at a 'name' store, when the same merchandise is available at the neighborhood store."

*This over head is an asset*

Flourishing in the new business climate that Governor Rockefeller's "Hard-hat" administration helped create in New York State, Long Island is one of America's most important scientific and industrial centers. For a report on what a Long Island location offers your business, write Commissioner Keith S. McHugh, New York State Dept. of Commerce, Room 960, 112 State Street, Albany 7, New York. Keep up to date on New York State!

**QUARTERLY FROM 33% DAY OF DEPOSIT**

**FLUSHING FEDERAL SAVINGS**

136-21 ROOSEVELT AVE., FL 9-2277

**FEDERAL SAVINGS AND LOAN INSURED UP TO 10,000**

INSURANCE CORPORATION

**Di Benedetto Dodge Dealer In 39th Year**

Di Benedetto Dodge in Bayside is the oldest Dodge dealer on Long Island.

In business since 1922, Ed Di Benedetto expects 1961 to be a banner year for his firm . . . and the main reason is the Dodge Lancer.

"Everyone who drives the Lancer wants to buy it," Di Benedetto said. "It's a car that gives you plenty of performance for the price."

ED DI BENEDETTO, Inc. is located at 204-11 Northern boulevard and occupies property on the opposite side of the street as well. The service lot is 15,000 square feet. The sales area measures 18,000 square feet.

With the success and acceptance of the smaller, more economical cars, Queens consumers will be taking a business-like look at the prospect of buying new cars, and Di Benedetto invites them to review his Dodge products.

**Significant Gain In Pipe Smoking**

The upward trend of pipe and smoking tobacco sales that began in mid-1958 continued with significant gains during 1960, according to the Pipe and Tobacco Council, while final figures are expected to show the sale of pipes reached or passed \$50,000,000 at retail and smoking tobacco sales were close to 80,000,000 pounds.

**GOOD YEAR PRICES SLASHED!**

**GOOD YEAR TIRE SALE!**

**3-T**

a set of FOUR for as low as \$125 A WEEK

prices reduced to only **\$1195**

4.70 x 15 blackwall Tube-type plus tax and recappable tire

Fits most pre-1957 models of Plymouth, Ford, Chevrolet, Hudson, Nash, Studebaker.

Size 6.00 x 16 fits most older models of Plymouth, Ford, Chevrolet, Nash, Studebaker. **\$1135\***

Size 7.10 x 15 fits most pre-1957 models of Dodge, Buick, Nash, Olds, Mercury, Pontiac, Hudson. **\$1405\***

Size 7.60 x 15 fits many recent models of Chrysler, DeSoto, Buick, Olds, Hudson, Mercury, Packard. **\$1540\***

\*blackwall Tube-type plus tax and recappable tire

**TURNPIKE PROVED**

No Down Payment When You Trade In Your Old Tires!

<b>Andre's Dept. Store</b> Clothing For The Entire Family 39-05 103rd St., Corona Plaza TW 9-9635	<b>Corona Paint and Wallpaper</b> 37-79 103rd St., Corona Plaza HA 4-8381	<b>Darling Shop</b> Corona's Most Exciting Ladies' Specialty Shop 40-04 National St., Corona Plaza HI 6-9788	<b>Baval's Frocks</b> The Fashion Shop Of Corona 39-04 103rd St., Corona Plaza HA 6-8114
<b>Fisher Bakery</b> Finest Quality Bread, Rolls, Cakes And Pastries 103-08 Roosevelt Ave., Corona Plaza—HA 9-8887	<b>Greater Corona Business Association</b>	<b>Klappers Men's Shop</b> Featuring Nationally Advertised Brands 39-07 103rd St., Corona Plaza IL 8-1423	<b>Plaza Paint &amp; Wallpaper Co., Inc.</b> Paint, Wallpaper And Hardware 37-35 103rd St., Corona Plaza HA 9-3632
<b>Lodico's Men's Wear</b> Suits—Shirts—Sportswear 39-11 104th St., Corona Plaza TW 9-9704	<b>Morris Men's and Boy's Wear</b> Better Variety • Better Values Shop With Confidence At Morris 39-06 103rd St., Corona Plaza	<b>Square Pharmacy</b> Next To Plaza Theatre 103-04 Roosevelt Ave., Corona Plaza—NE 9-3800	<b>Royal Carpet</b> Full Line Of Broadloom, Linoleum And Tiles 39-18 103rd St., Corona Plaza HA 6-7145
<b>Queens County Savings Bank</b> The First Savings Bank In Queens County 37-97 103rd St., Corona Plaza HA 9-1000			

**GOOD YEAR**

**MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!**

**MAX FINKELSTEIN**

Phone: Astoria 4-8900-1-2 . . . Also RA 8-1241  
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